DECEMBER 30, 1957

THIRTY-FIVE CENTS

27TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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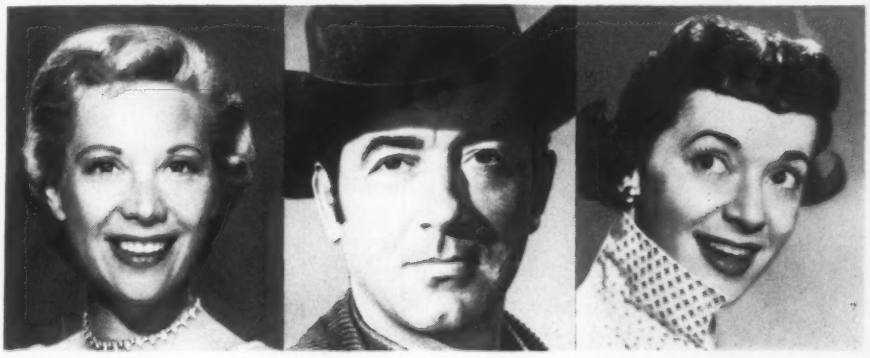


PICK YOUR SPOT AMONG THE STARS IN WASHINGTON!

A choice few spots among the stars are now available during the prime "AA" night-time hours, when WRC-TV is the Number One* station in the nation's Capital! Call promptly and WRC-TV will arrange ten, twenty, or the new thirty-second spots for *you* in this prime evening time adjacent to the greatest stars and shows in television!

WRC-TV 4

SOLD BY NBC SPOT SALES

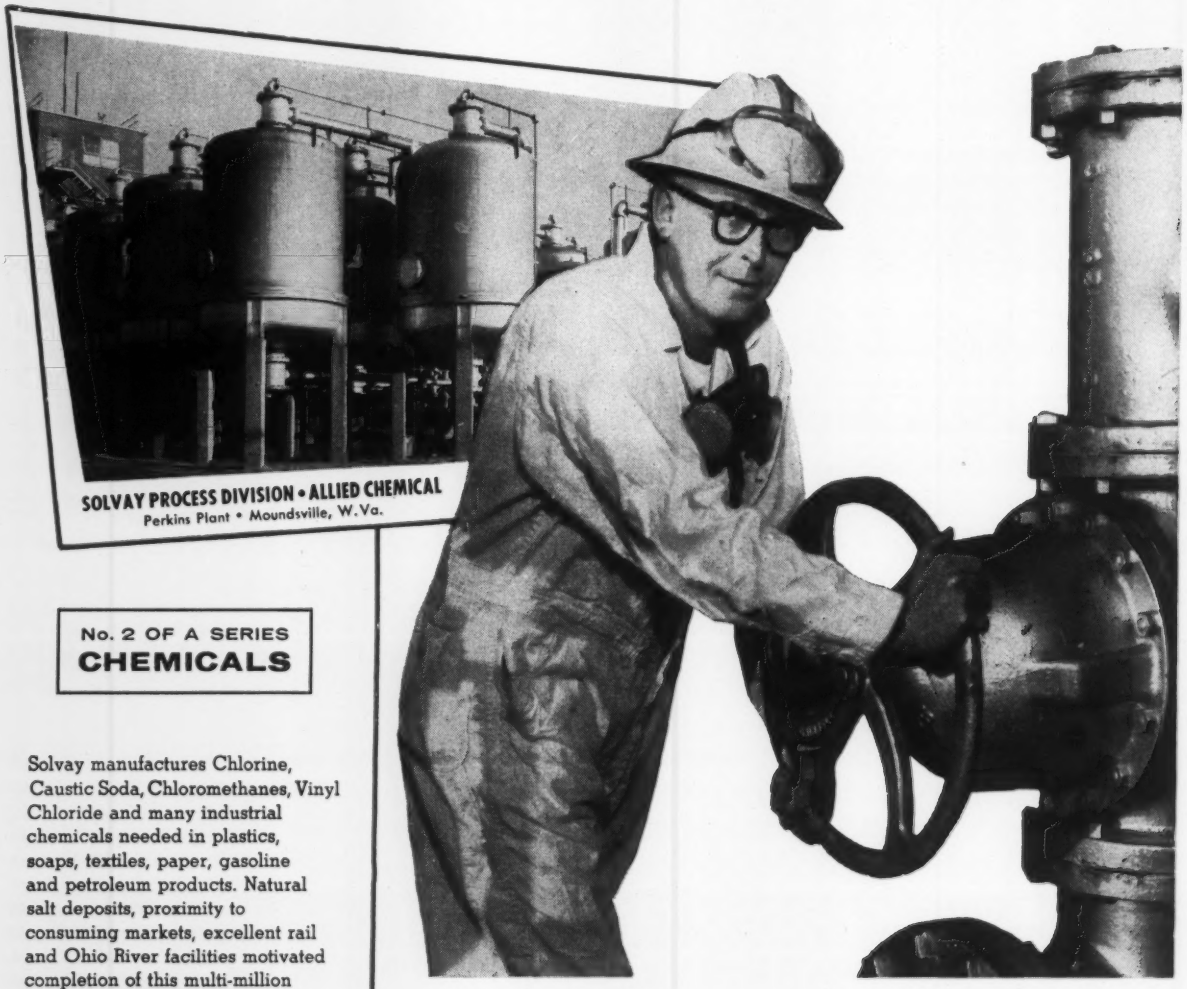
WASHINGTON, D. C.

*Nielsen Station Index—Washington, D. C., Area—November 1957

WHEELING: 37*TH TV MARKET

*Television Magazine 8/1/57

One Station Reaching The Booming Upper Ohio Valley



No. 2 OF A SERIES
CHEMICALS

Solvay manufactures Chlorine, Caustic Soda, Chloromethanes, Vinyl Chloride and many industrial chemicals needed in plastics, soaps, textiles, paper, gasoline and petroleum products. Natural salt deposits, proximity to consuming markets, excellent rail and Ohio River facilities motivated completion of this multi-million dollar operation in this area. *Solvay*—another BIG in this GROWING BIGGER market where nearly two million people spend over two-and-a-half billion dollars annually . . . where 425,196 TV homes react to the influence of WTRF-TV.

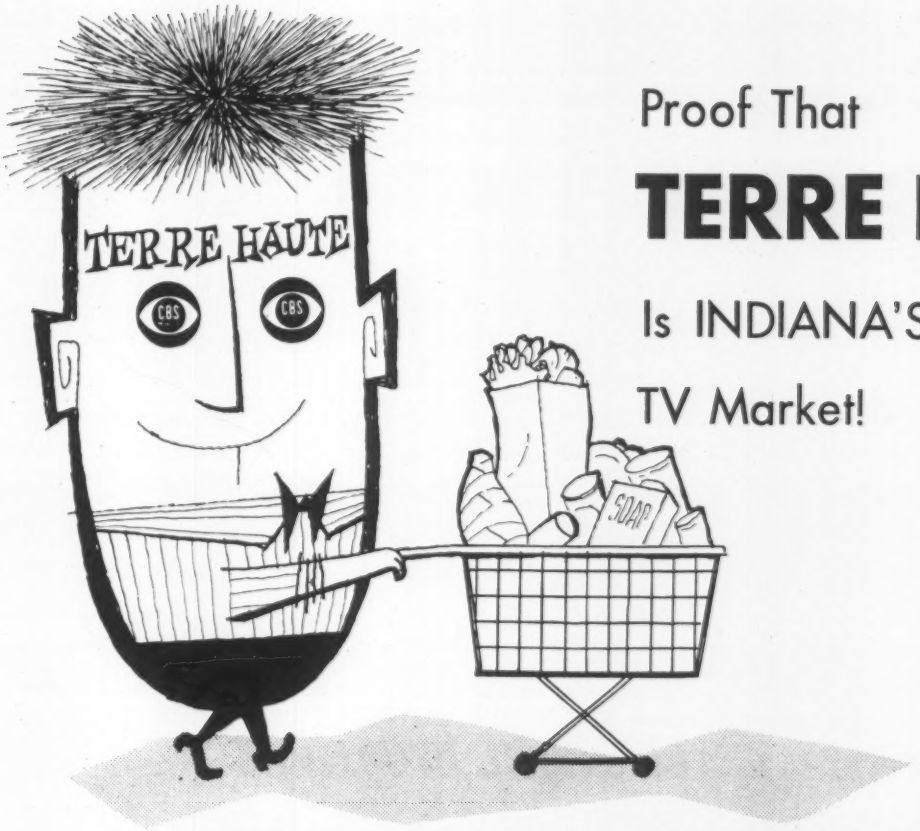
"I've been with Solvay since this new plant started; some 300 of us work here now. Moundsville's twelve miles from home but I really enjoy that drive along the river. We live in Wheeling; we, meaning the wife and daughter. Guess you'd call me a family man. Fish a little but I go for armchair duty in front of that TV set, love "Wagon Train." In fact, WTRF-TV suits us just fine! I'd say we live nicely."

For availabilities, call Bob Ferguson, VP and Gen. Mgr., or Needham Smith, Sales Manager, at CEdar 2-7777.

National Rep., George P. Hollingbery Company.

316,000 watts NBC network color

WHEELING 7, WEST VIRGINIA



Proof That

TERRE HAUTE

Is INDIANA'S 2nd Largest TV Market!

FOOD SALES

WTHI-TV MARKET	$212,854,000 *
MARKET A	$184,861,000
MARKET B	$148,676,000
MARKET C	$138,091,000

**Market Area: Television Magazine NCS. #2 Study*

CBS, NBC, and ABC Television Networks

TERRE HAUTE, INDIANA

BOLLING CO., NEW YORK CHICAGO, LOS ANGELES, SAN FRANCISCO, BOSTON

CBS TELEVISION

WTHI - TV

and RADIO, too!

TM-CBS-TV

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Entered as second class matter March 14, 1933 at Post Office, Washington, D. C., under act of March 3, 1879.

MORE Dallas people watch KRLD-TV than any other station!

*MORE throughout the week!

Weekdays, Monday through Friday, from 7 A.M. to sign-off time, MORE Dallasites tune their sets to Channel 4 than to any other TV station. There are times during the week when Channel 4 has a greater audience than the combined total of two of the other three Dallas-Fort Worth stations.

*MORE over the week-end!

From sign-on time Saturday to sign-off time Sunday MORE Dallas television sets have been tuned to KRLD-TV than to any other station. There are times when Channel 4 has more Dallas viewers than the combined audiences of the other three Dallas-Fort Worth Stations — other times when KRLD-TV's audience is greater than the combined audiences of two of the other stations.

*MORE top flight programs

CHANNEL 4 PRESENTS 12 OUT OF THE TOP 16 ONCE-A-WEEK SHOWS

- GUNSMOKE
- BURNS AND ALLEN
- ARTHUR GODFREY'S TALENT SCOUTS
- DECEMBER BRIDE
- WHAT'S MY LINE
- OH SUSANNA
- PLAYHOUSE OF STARS
- THE LINE-UP
- PHIL SILVERS' SHOW
- ALFRED HITCHCOCK PRESENTS
- DEATH VALLEY DAYS
- ZANE GREY THEATRE

*METROPOLITAN DALLAS TELEPULSE — OCT. 1957

and further MORE...

CBS

KRLD-TV Channel 4 DALLAS

SERVES A GREATER AREA, WITH A STRONG CLEAR SIGNAL, THAN ANY OTHER TV STATION IN TEXAS

KRLD-TV, Channel 4, operates on maximum power and telecasts from atop Texas' tallest tower. It is the television service of The Dallas Times Herald, owners and operators of KRLD, the only full-time 50,000 watt radio station in Dallas-Fort Worth area. The Branham Company, national representatives.

JOHN W. RUNYON, CHAIRMAN OF THE BOARD • CLYDE W. REMBERT, PRESIDENT

closed circuit®

ASCAP RENEWAL • With its 250-plus subscriber stations voting overwhelmingly to renew current ASCAP tv music performance licenses on existing terms for another four years (early story page 48), all-industry negotiating committee Friday began polling stations not underwriting committee work. Committee Chairman Irving R. Rosenhaus of WATV (TV) Newark sent wires pointing out current ASCAP tv licenses expire tomorrow night (Dec. 31) and reporting "overwhelming" subscriber vote for renewal. Otherwise telegrams to non-subscribers followed pattern of one to subscribers, whose returns late Friday favored renewal more than 200-1.

•

How much do you have to spend to be No. 1 advertiser on a tv station nowadays? Pepsi-Cola Metropolitan Bottling Co., New York, subsidiary of Pepsi-Cola Co., through Kenyon & Eckhardt, has just signed for one of its biggest spot tv campaigns—close to million dollars, spread over two years, on WCBS-TV New York. Broken down, that would average out to better than $400,000 per year. But account is outranked, in dollar volume, by at least two others—including Piel's beer and General Foods—each spending more than $500,000 per year on WCBS-TV.

•

FCC VS. NETWORKS • First tangible result of FCC special staff network study disclosed last week with filing of charges of alleged infractions of existing regulations in relations of networks with tv affiliates. Citations, received last Monday by ABC-TV and CBS-TV (NBC-TV presumably will get them too) charge violations of network-monopoly regulations dealing with setting of spot rates of affiliates, territorial exclusivity and blocking of secondary clearances of network programs.

•

Effect of FCC citations means holding up of license renewals of affiliated stations pending disposal of charges, and it's assumed that renewals of network owned-and-operated stations are affected since networks are not directly licensed. Networks and stations are given 30 days from Dec. 20 to answer. Foray against networks by FCC, which came practically on Christmas Eve, evolved before FCC had completed its briefing on ponderous network study report, final sessions being due Jan. 6-7 [CLOSED CIRCUIT, Dec. 23].

•

DYNAFLOW PITCH • Of all agencies pitching for $23 million General Motors' Buick account, it was understood late last week that Leo Burnett Co., Chicago, and Benton & Bowles, New York, appeared to be front runners (also see page 27). Leo Burnett himself had tie-in with General Motors many years ago as advertising director for Cadillac. Benton & Bowles on other hand serviced Studebaker-Packard cars for number of years before account went to Burke Dowling Adams Inc. last year. But executives of Buick Div. admitted they were still reviewing number of agency presentations and said announcement would not be made until all had been considered.

•

Mindful of growing menace of municipal taxes on advertising, Chicago station executives plan strategy session today (Monday) to discuss what to do if their city tries to impose tax. They'll study tax problem in Baltimore, St. Louis and Norfolk, Va. (see story page 32) to prepare themselves in case problem spreads to their city. Meeting was called by Ward L. Quaal, vice president and general manager of WGN-AM-TV, in his capacity as president of Chicago Broadcast Adv. Club.

•

SELLING SEASON • One contributing reason for radio's big swing upward this year may have been broadcaster optimism backed by hard cash. In survey conducted some months ago but not yet published, Radio Advertising Bureau found virtually one-fourth (24%) of stations contacted had increased or were increasing their sales staffs for 1957. Only 2% cut back, while 74% reported no change. Study also showed median number of salesmen per station in markets above 500,000 population was five; under 500,000, three.

•

Though Board Chairman Raymond Spector professed to know nothing about it, reports circulated along Madison Avenue last week that Hazel Bishop Inc. had been bought by Chesebrough-Ponds, with Mr. Spector standing to gain some $5 million for his stock. Mr. Spector also is president of Raymond Spector Co., agency for Bishop cosmetic house.

•

REASON FOR SALE • Since announcement 10 days ago [AT DEADLINE, Dec. 23] of record-breaking sale of WCAU-AM-FM-TV Philadelphia (plus real estate) to CBS for $20 million, question has arisen as to why Maj. Robert McLean's *Philadelphia Bulletin* was disposed to sell valuable property. Maj. McLean and Dr. Frank Stanton, CBS Inc. president, called on practically all members of FCC on Friday, Dec. 20, to explain transactions, which is subject to FCC approval. Reason assigned was desire of 66-year-old president and chief owner of *Philadelphia Bulletin* to get his affairs in shape for tax purposes. Maj. McLean recently relinquished presidency of Associated Press and short time ago was released from hospital after surgery and treatment. He has carried inordinately heavy burden and during past two years lost brother and three key executives by death.

•

Despite unprecedented price, earnings of WCAU properties reportedly justify $12.6 million for tv station, $3 million for radio (am and fm), and building and real estate could not be replaced for $4.4 million price, according to responsible CBS source. Hence price, highest on record, is reportedly better value than several recent sales, dollar-for-dollar. It was pointed out that asking price on WNAC-AM-FM-TV Boston by General Teleradio to CBS was in neighborhood of $23 million without comparable holdings or real estate.

•

BUREAU BUILDING • One of first 1958 developments will be action—perhaps final—on television's perennial controversy, NARTB tv circulation-coverage audit bureau. This five-year-old project, debated at autumn series of regional meetings, comes up for NARTB Tv Board decision at Jan. 22 meeting in Phoenix, Ariz. NARTB is currently winding up poll of tv stations to see how they feel about idea. Judging by regional meeting sentiment, poll may show slim majority in favor of bureau. If NARTB Tv Board gives go-ahead, next step will be formation of all-industry, non-profit corporation followed by campaign to raise funds.

•

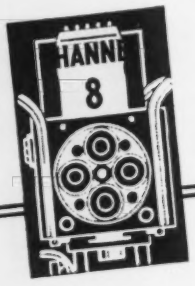
To be announced soon will be action taken by FCC in mid-December on one of remaining deintermixture cases. FCC, by 5-1 vote, instructed staff to dismiss deintermixture proceedings involving ch. 3 WCIA (TV) Champaign-Urbana, Ill. Comr. Bartley voted for rule-making proceedings; Comr. Lee was absent.

•

CONFERENCE CALLS • Second annual public service and educational programming conference under auspices of Westinghouse Broadcasting Co. will be held in Baltimore March 5-8 on campus of Johns Hopkins U. Because of spectacular success of first conference in Boston last February, Baltimore session has been extended one day and will be by invitation only to program heads of 150 radio and tv stations.

•

WBC Baltimore conference, which was arranged last August but has not yet been announced, will overlap first annual disc jockey conference arranged by Storz Stations for Kansas City, March 7-8-9, and which was formally announced two months ago. Conflict may develop because some of same programming executives will be involved. But there's no disposition either on part of Storz or Westinghouse to change dates. Todd Storz reports Muelbach Hotel is already booked solid for his convention and that all luncheon and dinner events are underwritten by record companies.



WHEN-TV

MEREDITH
SYRACUSE
TELEVISION CORP.

Now Operating at Maximum Power of 316,000 Watts.

101 COURT STREET, SYRACUSE 8, NEW YORK

We have a confession to make.

Our station is dealing in subliminal projection of commercial announcements.

In fact, for more than nine years we have been flashing brief but impelling messages throughout our entire programming.

Ranging from 10 and 20 up to 60 seconds in duration all have been presented with the premise that most people consciously watch television for entertainment but everybody can be subconsciously sold something during these miniscule moments between the entertainment.

And that premise has been proven by success.

For the facts and figures illustrating how our legal form of subliminal selling has produced startling success stories contact either the Katz Agency or Fred Menzies our commercial manager. They also have some fascinating statistics on the increased sale of popcorn in the lobby.

Cordially,

Paul Adanti

Paul Adanti
Vice President

AFFILIATED WITH BETTER HOMES AND GARDENS AND SUCCESSFUL FARMING MAGAZINES

Basic CBS

MEREDITH STATIONS

KCMO and KCMO-TV, Kansas City • KPHO and KPHO-TV, Phoenix
KRMG, Tulsa
WOW and WOW-TV, Omaha • WHEN and WHEN-TV, Syracuse

THE WEEK IN BRIEF

LEAD STORY

Accounts on the Move—Ad budgets that moved to new agencies in 1957 ran into many millions. Selecting only the "cream" of the national accounts, total billing for all media, including radio-tv, hit the $130 million level. Some spectacular agency changes: Revlon, Buick, Kolynos and Kroger. More than $26 million in billings still on the loose. Page **27.**

ADVERTISERS & AGENCIES

Advertising Media Tax Outlook Grows Drearier—Baltimore's new ordinances set to go into effect Wednesday; St. Louis alderman's plan definitely will be submitted Jan. 3, and Norfolk starts work to eliminate possible snag to its tax aspirations. Page **32.**

Kellogg's Climb—Cereal foods advertiser breaks into Big Ten network tv list in October. Chrysler and General Motors appear, while Ford Motor stalls short of mark. Leaders: Procter & Gamble and Gillette. Page **31.**

Nielsen Ready For No. 3—Third coverage study (in three parts) all set for spring with report expected by late summer. Page **35.**

$2 Billion in 1957—Total tv and radio broadcast advertising expenditures are estimated at $1,934 million for 1957 in NARTB's yearend compilation. Tv shows a 6.1% increase, reaching $1,284 million, as the visual medium reaches end of its first full decade. Page **37.**

STATIONS

Mutual to Own Fm Outlets—New President Paul Roberts announces first fm application for San Francisco as network plans full complement of seven o&o fm stations to upgrade technical facilities and provide extra income from multiplex services. Page **44.**

Tv Stations Favor ASCAP Renewal—Acceptance of new four-year contracts on same terms as existing licenses is favored by 98% of "voters" as returns pass two-thirds mark. Current licenses expire Tuesday night. Page **48.**

GOVERNMENT

Pay Tv in Philadelphia—Uhf grantee asks FCC to authorize pay tv operation, offering sports service to be paid by annual charge plus per program viewing fee. WSES (TV) Philadelphia, ch. 29, says it will use Skiatron system, but utilize its own equipment. Page **57.**

What's Facing the Next Congress?—Pay tv, Moulder investigations, Smathers BMI bill and the Barrow report are top broadcast items due for more than passing attention from second session of 85th Congress, convening Jan. 7. Page **54.**

MANUFACTURING

RCA Sales Over Billion Mark Again—Gen. Sarnoff reports 1957 volume up 5% to approximately $1.18 billion. But he cautions that "softening" economic conditions may contribute to "slight" decline in profits. Yearend report also reviews accomplishments, examines outlook, says U. S. electronics industry will show itself equal to challenge of the Space Age. Page **60.**

NETWORKS

Chroma Key Does Double Takes—NBC-TV develops its own magic box that permits mixtures in sizes of people, products and backgrounds on live tv. Page **42.**

OPINION

'The Only Exciting Tv Is Live'—That's the contention of David Susskind of Talent Assoc. in an exclusive recorded interview with BROADCASTING's editors. Indicating "get-rich-quick" mediocrity of filmakers, Mr. Susskind discusses some of the current problems in tv programming. Page **68.**

MR. BOORAEM

Your Commercial and Program Should Match—Hank Booraem says the viewer or listener is jarred into disbelief when the mood of the sales message is not compatible with the program itself. The Ogilvy, Benson & Mather radio-tv vice president offers his constructive criticism in the weekly MONDAY MEMO series. Page **85.**

FILM

How Syndicated Film Is Faring—ARB compiles the ten most popular film shows in ten major markets during November. Page **62.**

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AUDITED PAID CIRCULATION ABC

BUSINESS PAPERS LEADERSHIP ABP

Beware the siren call of outmoded figures;
the new WQAM has 37.0% of the daytime radio audience

Any data or impressions about Miami should carry a date, pre- or post-WQAM. The New WQAM went on the air little over a year ago, with a unique showmanship-and-precision blend which has produced dramatic and consistent audience dominance.

Today Hooper, Trendex and Pulse *all* show WQAM first by big margins. And so does a recent Southern Florida Area Pulse, accounting for 31.5% of the state's population.
Talk to Blair or WQAM General Manager Jack Sandler.

WQAM *covering all of Southern Florida with 5,000 watts on 560 kc . . . and radio #1 in* **Miami**

STORZ STATIONS
TODAY'S RADIO FOR TODAY'S SELLING

WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.
WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.
WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

at deadline

Mutual, KDBX (FM) Discuss Plan For Network Fm Outlet in L. A.

Mutual's second owned-and-operated fm station for its projected all-fm o&o group (early story, page 44) may wind up located in Los Angeles, according to further developments Friday. Network has been talking with group which holds permit for KDBX (FM) Los Angeles (headed by Jim Harford, general manager of KDB Santa Barbara) and may (1) negotiate working agreement whereby KDBX would relay MBS programs via multiplex (not affecting main KDBX program channel nor Mutual's affiliation with KHJ-AM-FM there), (2) buy part interest in KDBX once it is established, or (3) buy station outright once established.

Mutual earlier announced plans to apply for owned-fm outlet in San Francisco and to use fm stations to replace some class C land lines in supplying some affiliates which are spur operations off regular class A transcontinental line. These fm links would be off-air pickups of multiplex signal in many cases, MBS explained, thus avoiding FCC duopoly provisions or competition with affiliates having fm outlets. It is estimated that about 80 fm stations will be required to satisfy requirements for replacing class C spur lines or situations where new affiliates could be added. In Los Angeles area, KDBX arrangement also would serve as relay station to handle delay production for Don Lee stations, MBS said.

MBS president Paul Roberts revealed that MBS has been servicing upstate New York for past two months without use of land lines via fm Rural Radio Network (WRRL Wethersfield, WRRE Bristol Center, WRRA Ithaca, WRRD De Ruyter and WRRC Cherry Valley [all FM]) which operates on basis of off-air pickup of main program channel (simplex). He said Mutual plans to make these stations basic affiliates May 1 when multiplex relaying will be employed for MBS programming. RRN also will continue with its own programming.

"Fm cannot continue in this country on the basis of not making money," declared Mr. Roberts. His plan: while MBS will upgrade its musical programming, fm stations now beaming high-brow programming should re-evaluate their standards, perhaps "come down a bit" to attract advertisers afraid of cultural programming. He thought MBS could set up its fm operations (eliminating 80% of class C line facilities now linking 40% of its 460-odd affiliates) within span of two years and claimed that MBS do so without seeking outside working capital. While intending to set up its own o&o fm organization, he went on, MBS is also negotiating with present regional fm networks as in case of Rural Radio Network.

Mutual's insistence on better-grade transmission, noted Mr. Roberts, was illustrated over last three months as network turned down affiliation requests of some 23 stations—"all of which were C-line stations."

House Committee Pay Tv Hearing Will Start Jan. 14, Harris Says

Hearings on pay-tv will begin Jan. 14 before House Interstate & Foreign Commerce Committee, according to Chairman Oren Harris (D-Ark.). He gave views on pay-tv in filmed interview on KNOE-TV Monroe, La., with Mac Ward, KNOE-TV news director, as interrogator.

Rep. Harris said he felt fee television would destroy free use of spectrum by public and make utility of broadcasting industry. Trial of subscription television would require amendment or rewriting of Communications Act, he felt, contending law was not intended to cover this type of broadcasting.

While not definite on length of hearings, Rep. Harris indicated committee procedure would depend on information brought out during first few days of testimony. He took position that spectrum should be limited to free broadcasting and opposed principle of paid television.

RAB Plans Auto Set Count

New study on auto radio circulation announced Friday by Sherril Taylor, vice president, Radio Advertising Bureau. Project calls for assessing percentage of 1958 cars which are radio-equipped at time of delivery to buyer plus determining volume of trade-ins radio equipped. Similar 1957 study showed more than 85% of 1957 cars had radios at time of delivery.

PRUDENTIAL SUBS

Landmark in tv history is way Reach, McClinton & Co., N.Y., agency for Prudential Insurance Co. of America, Newark, N. J., called attention Friday to upcoming "Where We Stand," special 90-minute documentary Jan. 5 (5:30-7 p.m.) on CBS-TV as part of Prudential's *The Twentieth Century* series. According to advertiser, agency and network, program will be "report to the nation" on how U. S. resources compare with those of Russia particularly in light of satellite developments. Under its arrangement with CBS-TV, Prudential can include it in its regular shows special telecasts on important news and public affairs matters. Reach, McClinton noted that "War in China" originally slated for Jan. 5 was pre-empted and shifted to next May.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 27.

WATCH THIS ONE • J. Walter Thompson, N. Y., and Lever Bros., N. Y., are keeping close tabs on tv testing underway since October on behalf of Lever's latest toothpaste now being marketed only on limited basis. Toothpaste is Stripe with chlorophyll. In introductory campaign, Stripe is using only two tv cities, which JWT and Lever won't identify. Lever's Pepsodent toothpaste and other Pepsodent products handled by Foote, Cone & Belding, N. Y.

DOESKIN APPOINTS W & G • Doeskin Products Inc. (facial and bathroom tissues), N.Y., today (Mon.) announcing appointment of Weiss & Geller, N.Y. Cohen & Aleshire, N.Y., formerly handled account. Saturation spot tv being planned.

HEAVY BUY ON MBS • Liggett & Myers Tobacco Co., N.Y., to invest about $750,000 for 52-week campaign on Mutual, starting shortly after Jan. 1 and utilizing five-minute newscasts, dramatic programs and adjacencies. Agency: Dancer-Fitzgerald-Sample, N.Y.

PRO BOWL SOLD OUT • NBC-TV reported to have lined up full sponsorship of its coverage of annual game between stars of eastern and western divisions of National Football League on Jan. 12. Co-sponsoring will be Lincoln and Mercury divisions of Ford Motor Co., Detroit, through Kenyon & Eckhardt, N. Y.

TWIN SPOT BARRAGE • Life Magazine, N. Y., planning large radio and tv spot campaign in two flights to promote sales. First flight is set Jan. 20-24; second flight, Jan. 27-30. Magazine will use over 70 radio markets and about 60 tv markets. Young & Rubicam, N. Y., is agency.

TWO WEEKS IN SOUTH • General Foods, N. Y., for Sanka coffee, planning two-week radio campaign using one-minute announcements, Monday through Friday, in number of southern markets. Young & Rubicam, N. Y., is agency.

SMALL FRY SPOTTING • Welch's Candy, Cambridge, Mass., Jan. 3 starts sponsorship of *Fireman Frank Show* on KRON-TV San Francisco. At same time firm renews spot schedules on children's shows at KTLA (TV) L. A., KFSD-TV San Diego and

Continues on page 10

at deadline

WNAO-TV to Go Black, Joins WTOB-TV in Ch. 8 Shift Plea

Ch. 28 WNAO-TV Raleigh, N. C., which plans to go dark tomorrow (Tuesday), and ch. 26 WTOB-TV Winston-Salem, N. C., Friday filed rule-making petition with FCC seeking assignment of ch. 8 to Winston-Salem-High Point-Greensboro area. New petition is in support of ch. 8 WBTW (TV) Florence, S. C., proposal to shift ch. 8 to Charleston, S. C., in exchange for ch. 13 (with WBTW license modified to specify ch. 13) and also assign ch. 8 to Greensboro.

In addition, WNAO-TV and WTOB-TV asked that WTOB-TV be given temporary authority to operate on ch. 8 in hyphenated area following completion of rule-making. Stations have formed new company, Southern Broadcasting Co., to jointly apply for vhf channel if one is assigned to Winston-Salem-High Point-Greensboro area.

In announcing plans to go dark, CBS-affiliated WNAO-TV reported losses of $650,000 since going on air July 12, 1953. Station is owned by John W. English and associates. WTOB-TV, owned by Winston-Salem Broadcasting Co., operated from Sept. 10, 1953, to May 11, 1957, losing $350,000.

WTVD (TV) Durham, N. C., will replace WNAO-TV as CBS affiliate for Raleigh-Durham area, according to WTVD Vice President-General Manager Harmon Duncan. Station originally was to become CBS basic April 1, but affiliation now becomes effective Jan. 1.

WEEU-TV Reading, Pa., Quits

Ch. 33 WEEU-TV Reading, Pa., has voluntarily surrendered its construction permit to FCC for cancelation and dropped pending application for license. Station, owned by *Reading Eagle*, was on air from April 1953 to June 30, 1955. Total uhf's deleted by Commission now stand at 153 (one educational); there have been 40 vhf permits deleted.

Radio, Tv Set MOD Record

"Most generous donation of time and talent in tv-radio history" is being given annual March of Dimes campaign beginning Thursday, it was acknowledged last Friday by Howard J. London, director of radio, tv and motion picture division of National Foundation for Infantile Paralysis. He said "a conservative estimate would run into millions of dollars."

NARTB Officially Becomes NAB

NARTB (National Assn. of Radio & Television Broadcasters) officially changes its name Wednesday to National Assn. of Broadcasters (NAB), returning to name it used from 1922 to 1951. Only routine administrative details are involved in change, which is based on general acceptance of "broadcasting" as term covering both radio and television.

Decision to change name, subject to membership approval, was made last Feb. 8 by NARTB combined boards. Subject was discussed during autumn regional meetings but aroused little membership comment. Referendum of members, taken in November, showed 1,227 voting in favor of change to NAB with only 35 opposing.

Hollywood-N.Y. Tv Help Needed For Queen, Says London Press

Although praised Friday by London press for her first televised Christmas message, Queen Elizabeth's need for professional tv help was pointed out. While agreeing "she was wonderful," *Daily Express* said telecast was "one of the most amateurish productions" put on by BBC and wished that "a professional from Hollywood or New York" had been imported for event.

Declaring camera work "terrible," *Express* also pointed out that besides wearing wrong kind of dress for black-and-white tv, her "makeup was bad" and closeups showed "the shadows on her features were all in the wrong place." Paper deemed it "a disgraceful business on the part of the BBC because there wasn't a man frank enough to tell the Queen how it should be done."

Hallicrafters Out of Tv

Hallicrafters Co., Chicago electronics firm re-acquired by its founder and president, William S. Halligan, and his family [MANUFACTURING, Dec. 16], has announced it will cease production of tv sets sometime in January.

Since discontinuing manufacture of tv receivers under its own name year ago, Hallicrafters had been producing them for other electronics firms on contract basis. It stopped making color tv sets in mid-1956.

ESOTERIC ESCAPADE

Blair-Tv's Bill Vernon purchased (through Kenyon & Eckhardt, N. Y.) half-hour time on WBAI (FM) New York last Friday, 11:05 p.m., for *Bill Vernon Hour* to celebrate his fifth year of time selling for station representative firm. Mr. Vernon said buy marks "the shortest hour in broadcast history." Show, featuring Mr. Vernon, included live music, three-act skit called "Behind the Scenes Planning for Spot Campaign for Little Charmer Cobra Flutes," plus "on-the-spot" scene at Madison Avenue agency, reading of poem and announcement of grand prize winner of "Vernon Value Stamps" contest.

PEOPLE

HARLEY LUCAS, station manager, WCUE Akron, Ohio, and **JOHN CROHAN,** station manager, WICE Providence, R. I. elected vice presidents of Eliot Stations, owner of WCUE and WICE. Mr. Lucas joined WCUE in 1954 after service with Storer Broadcasting Co. Mr. Crohan, who has served with several Rhode Island stations, became station manager of WICE when Eliot interests acquired it in 1956.

PETE RODGERS, account executive with west coast division of National Telefilm Assoc., Hollywood, promoted to sales manager of division.

IRVING G. KIRK, accountant with Adam Young Inc., N. Y., since 1954, Friday named controller of firm.

KENNETH M. FLOWER, formerly with KNX and KHJ-TV Los Angeles, to S. F. office of CBS Television Film Sales as account executive.

CBS-TV Explains Baseball Plan

Statement was issued Friday by Bill McPhail, director of sports, CBS News, to clarify "misunderstanding" over CBS-TV's plans to telecast Sunday *Baseball Game of the Week* next season. Development had been criticized by various minor league clubs and by baseball Commissioner Ford Frick because of its potential impact on attendance at minor league games.

Mr. McPhail pointed out that Dancer-Fitzgerald-Sample, representing Falstaff Brewing Co., obtained Sunday television rights to games of Chicago White Sox, Cincinnati Redlegs, New York Yankees, Cleveland Indians, Philadelphia Phillies and Baltimore Orioles, and said subsequently D-F-S selected CBS-TV as network to carry these games. Furthermore, Mr. McPhail asserted, in agreement with D-F-S, CBS-TV is not granted right to telecast games in any city where minor league team is playing afternoon game or over station within 50 miles of any other minor league game.

FMDA Sets Detroit Meeting

Special membership meeting of Fm Development Assn. will be held Jan. 17-18 at Detroit-Leland Hotel, Detroit, Mich. Meeting called by J. B. Kiefer, KMLA (FM) Los Angeles following poll of members.

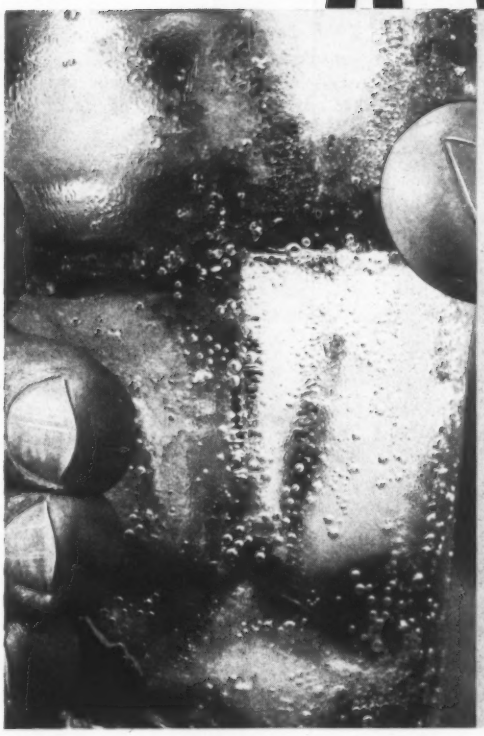
• BUSINESS BRIEFLY

Continues from page 9

KOVR-TV Sacramento, all Calif. Dan B. Miner Co., L. A., is agency.

TIMEX TAKES TIME • United States Time Corp. (Timex watches), N. Y., will sponsor one-half of *Steve Allen Show* on NBC-TV alternate Sundays, 8-9 p.m. Agency: Peck Adv., N. Y. Co-sponsor is Greyhound Corp., while S. C. Johnson & Son sponsors full show on other weeks.

SKOAL
PROSIT
CHEERS
SALUDE
A VOTRE SANTE



We're starting the New Year with a special fifth....
our FIFTH YEAR OF TELECASTING....and with *a salute to our viewers and advertisers,* who have helped immeasurably in keeping us THE FIRST TV STATION IN SHREVEPORT.
Viewers PREFER our station! The proof lies in the November ARB which gives us 7 of the TOP 10 shows....19 of the TOP 25!
Advertisers PREFER us, because of our PERFORMANCE story.
Let your Raymer man "set 'em up", while he tells you that story....he knows it well *and likes to tell it!*

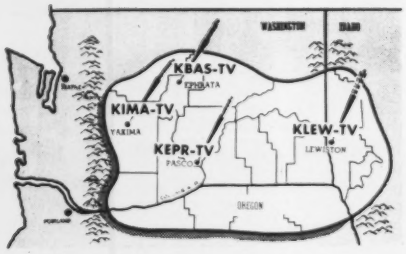
KSLA TV

basic CBS *channel* 2 *shreveport, la.*

Represented by PAUL H. RAYMER CO., INC.

Go peddle pencils, Smidley.

Ya must be blind the way you continually overlook Cascade. It's as plain as the nose on your face that here's a basic buy in the West. Look, Cascade is exclusive television for a huge, four-state area with billions of dollars in new industry, millions of acres in new farms—thousands of new families. The wide-eyed boys are grabbing it, Smid, and you just can't see it?



CASCADE
BROADCASTING COMPANY

NATIONAL REP.: WEED TELEVISION

PACIFIC NORTHWEST: MOORE & ASSOCIATES

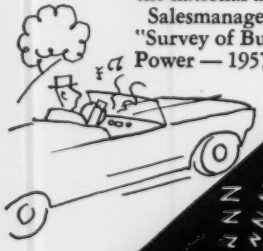
The Sound of Quality

DAY and

In a quality market of 14 counties where 598,800 people spent $1,016,738,000 — a per capita average of $1,885.00. ($204 above the national average.) Salesmanagement's "Survey of Buying Power — 1957"

A quality *rural* market of 28,520 farm homes with a gross income of $377,957,000 — a per farm average gross income of $14,307.00. Census - U.S. Department of Agriculture

NIGHT



For over 35 years the Quint-Cities' senior station

(Davenport and Bettendorf, Iowa — Rock Island, Moline and East Moline, Illinois)

WOC RADIO NBC

Tri-City Broadcasting Co., Davenport, Iowa

Col. B. J. Palmer, President
Ernest C. Sanders, Manager
Mark Wodlinger, Sales Mgr.

Peters, Griffin, Woodward, Inc.
Exclusive National Representatives

IN REVIEW

ASSIGNMENT: SOUTHEAST ASIA

Admittedly without "message" or political purpose, this NBC-TV color film nevertheless left the viewer in a near state of frustration after its 90-minute travelog hop over the western horizon. There one saw teeming millions bubbling over one another in their sheer attempt to exist in the population pot of southeast Asia. To help them, even if one knew how, would appear impossible, but awareness of the situation must precede the desire, and the NBC-TV effort did further this awareness. Perhaps the most heartening information communicated by the panorama of the mixture of cultures there is the awakening of the people themselves and their growing self-reliance.

James A. Michener, Pulitzer prize-winning author who was the on-screen narrator, should stick to writing. While genial, his guidance and interrogation of selected officials of Indonesia, Malaya, Thailand, Vietnam, Cambodia and Burma was too "touristy" and not sufficiently reportorial. NBC's off-screen James Robinson, however, tied the pieces together somewhat by his commentary.

Production cost: $125,000
Broadcast Sunday, Dec. 22 on NBC-TV, 2:30-4 p.m. in color and black-and-white.
On-camera guide and narrator: James A. Michener.
Producer-Director: Robert D. Graff; associate producers: Beatrice Cunningham, Milton Fruchtman, W. Suschitzky and Kenneth Reeves; scriptwriter: Sheldon Stark; film editor: Sidney Mayers; unit manager: John Herman; presented by NBC special projects—Henry Salomon, director.

BOOKS

BROADCASTING IN AUSTRALIA, by Ian K. Mackay. Cambridge University Press., 32 East 57th St., New York 22. 216 pp. $5.

The rigorous conditions laid down for Australia's first commercial radio 33 years ago would make today's huckster shudder. Only three five-minute periods were permitted on the A-class (commercial) outlets. Each "advertising session" was preceded by a formal announcement advising listeners that the session would commence and terminate at such-and-such a time. At the conclusion, a further announcement advised that the regular program would be resumed.

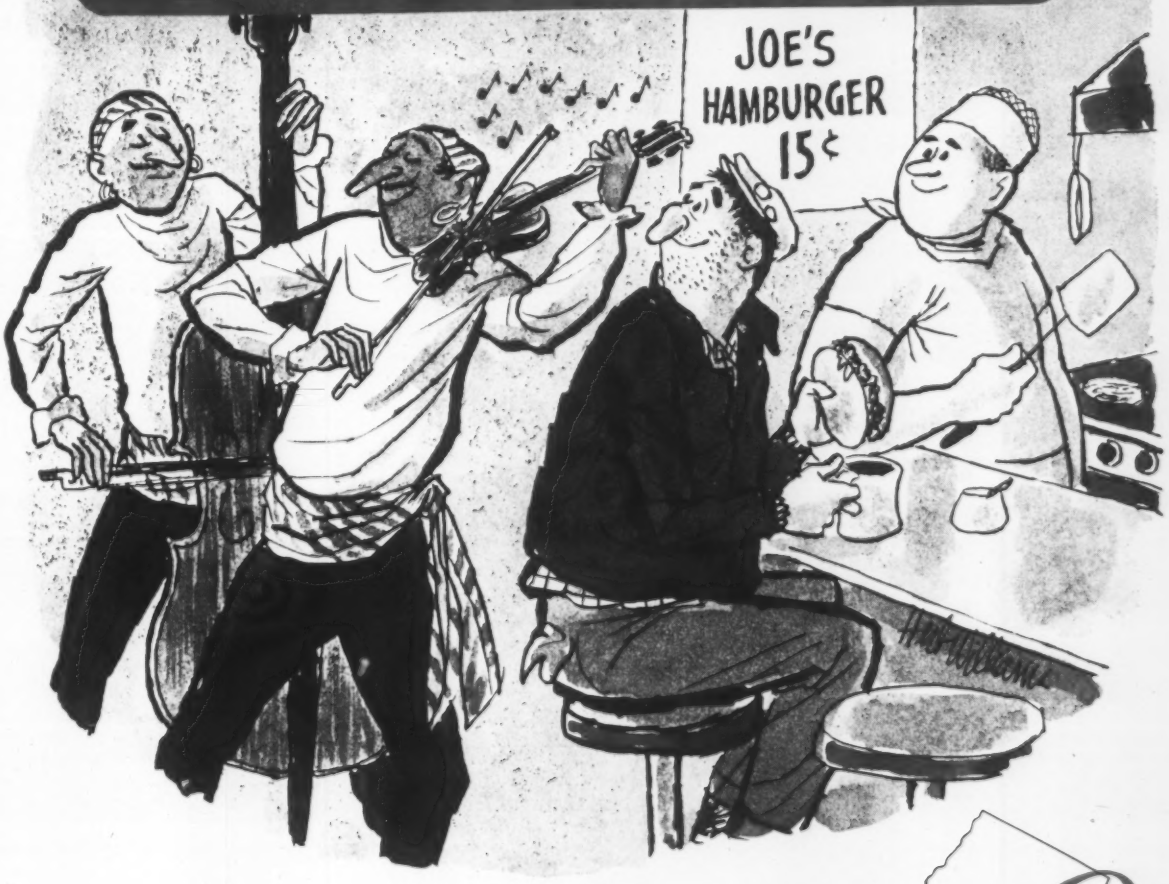
As could be expected, writes Mr. Mackay in his *Broadcasting in Australia*, the system had the negative result of incurring listener displeasure. The author also recounts many similar experiences in Australia as that country sought successfully to set up a system of partnership in service by government and private broadcasting interests. The book analyzes radio under the BBC in Britain, the American system and finally the reasons why Australia had to choose its dual system.

The precise manner in which Mr. Mackay discusses (with helpful tables) the healthy growth of Australian broadcasting makes this book excellent for both the student and the general reader.

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

BEELINE® RADIO

delivers more for the money



This group of mountain-ringed radio stations, purchased as a unit, delivers more radio homes than any combination of competitive stations . . . *at by far the lowest cost per thousand.* (Neilsen & SR&D)

They cover an extraordinarily productive market, which contains 4 of the 5 top counties in farm income in California, the nation's leading farm state — and has an effective buying income of almost $4.3 billion. (Sales Management's 1957 Copyrighted Survey)

McClatchy Broadcasting Company

Sacramento, California
Paul H. Raymer Co.,
National Representative

TO OUR MANY FRIENDS EVERYWHERE . . . . .

HAPPY

Pausing briefly to look back upon the year gone by, it is only fitting that we take this opportunity to extend to our many agency friends, advertisers, our representatives, those in the media field, and to our networks a special word of "thanks" for the wonderful support and confidence shown us; and to wish each and everyone our sincerest best wishes for a happy and prosperous 1958.

SINCERE WISHES FOR A PROSPEROUS AND

NEW YEAR!

from everyone at

WFAA RADIO

and

WFAA - TV

DALLAS

BROADCAST SERVICES OF THE DALLAS MORNING NEWS

WWL-TV
catches
TV Movie-ers
while
they're
AWAKE!
At 10:45 every Monday-thru-Friday night and at 10:30 on Saturdays and Sundays, THEATRE 4 comes on strong with another outstanding feature film.
Channel 4's 10:30 (M-F) News-Sports-Weather is the perfect attraction to hold viewers on WWL-TV.
THEATRE 4 is the watchable night movie in New Orleans. Your Katz representative has the specifics for spot sales. Or call Howard Summerville or Harry Stone at Express 4444, New Orleans.
CHANNEL
4
WWL TV
NEW ORLEANS • CBS IN THE CRESCENT CITY
CBS

OPEN MIKE

'Life' Goes On

EDITOR:

This letter will confirm our phone conversation . . . concerning permission to reproduce the BROADCASTING story about "Where There's Life . . ." in the Dec. 16 issue.

The story has been very well received within the agency and by the client. We all appreciate your interest in covering the recording session [making radio-tv musical commercials for Budweiser beer].

J. Donald Ratchford
D'Arcy Advertising Co.
St. Louis

Wait Just One More Week

EDITOR:

We have not seen TELESTATUS in your magazine for quite some months and it has been one of the most interesting items in your publication. Please advise if you have discontinued it.

W. T. Freeland
Freeland Products Co.
New Orleans, La.

[EDITOR'S NOTE: "Telestatus"—with its complete listing of all the tv stations and pertinent data to help buyers of time—is now published in the first issue of each quarter. Next one: Jan. 6 issue.]

The 1958 Yearbook

EDITOR:

Inasmuch as we have recently entered the fm broadcast equipment manufacturing field we would like a listing in your 1958 YEARBOOK-MARKETBOOK issue.

Robert T. Pritchard
General Electronic Labs Inc.
Cambridge, Mass.

EDITOR:

As we have not received your questionnaire for the 1958 YEARBOOK, I thought that we may have lost the one sent to us for our station information. This station has changed call letters and ownership in the past year and some of our mail goes to other places.

William O. Barry, Mgr.
WFMB Nashville, Tenn.

EDITOR:

Please send me eight copies of forms for radio stations to be filled out for the 1958 BROADCASTING YEARBOOK.

H. Scott Killgore, Pres.
Tele-Broadcasters Inc.
New York

EDITOR:

About this time I suppose you are thinking about next year's edition of the BROADCASTING YEARBOOK. I have been getting this publication for five years, and use it almost every day.

Paul Schuett
Tacoma, Wash.

[EDITOR'S NOTE: BROADCASTING'S editors are indeed thinking about next year's YEARBOOK. They are planning a new, vastly improved, single publication combining the information which was previously published twice yearly in separate radio and tv Yearbooks. The special combined publication will be issued in the latter half of 1958.]

This man can be as "remote" as he wants

All he has to do is push one plug into an Ampex Model 350, and he can operate the recorder—from any place. He has Remote Control!

The Compact Unit he's holding controls every function, including Start, Stop, Record, Fast Forward and Rewind. It even has a Red Light that indicates "Record," and a Green Light that indicates "Play."

You too can be as remote as you wish, limited only by the length of the connecting cable you install. And you can now buy this Unit, and all other Ampex Professional Equipment, on a factory-direct basis. For factual information about Ampex recorders, write directly to the address below.

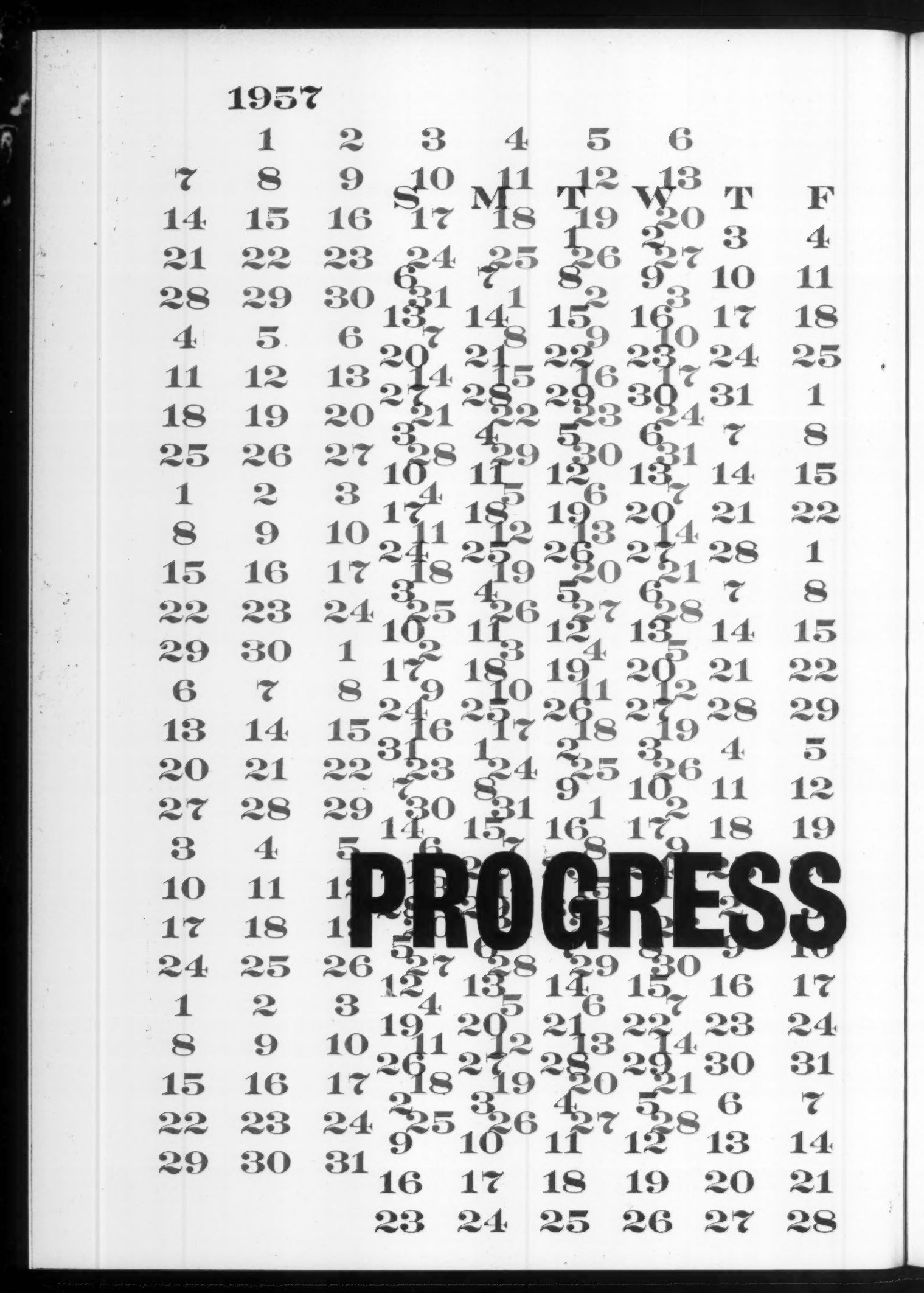
YOU BENEFIT BY DEALING DIRECT

- PERSONAL CONTACT WITH AMPEX THROUGH FIELD SALES ENGINEERS
- COMPLETE PRODUCT INFORMATION AND INSTALLATION SERVICE

NEW YORK, CHICAGO, ATLANTA, LOS ANGELES, DALLAS, WASHINGTON, D.C.
DETROIT, SAN FRANCISCO, TORONTO • Representatives in over fifty countries

AMPEX
CORPORATION
professional products division

854 CHARTER STREET
REDWOOD CITY, CALIF.


1957
S M T W T F
PROGRESS

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JAN KNXT premieres "Fabulous Las Vegas," the first in a series of variety shows beamed direct from Las Vegas, the *first* such programs presented on a regular basis by a local station.

FEB KNXT broadcasts "Capitol Hill to California," the opener of a series of talks with California Senators and Representatives, filmed in Washington, D. C. by KNXT's Public Affairs Dept.

MAR KNXT receives the Alfred I. duPont Radio and Television Award for the "high quality of programs serving cultural and social interests," the *only* television station so honored.

APR KNXT becomes the *first* West Coast local station to schedule most of its shows at the *most convenient time* for its viewers, thanks to new Ampex Video Tape Recording equipment.

MAY KNXT accepts the Ohio State First Award for the cultural series "Journey," *plus* three Associated Press Awards including AP's Sweepstakes Award for "over-all excellence of news coverage."

JUN KNXT produces the first in an 8-part series "Focus on Sanity," called "the finest job done in any medium" by Dr. Walter Rapaport, California State Director of Mental Hygiene.

JUL KNXT is honored with 5 "Golden Mikes" by the Radio-Television News Club of Southern California, including the prize for "management support of the most aggressive news policy."

AUG KNXT readies its unique "Basics of Television" course, to aid the industry and the community in the effective use of television, the first course of its kind given by a local station.

SEP KNXT's "Fabulous 52," Saturday night showcase for KNXT's library of top feature films, is listed by Telepulse as the *highest rated local program* in the Los Angeles area.

REPORT

By any standard – entertainment, public service or simple audience arithmetic – KNXT continues to set the pace as the number one station in the nation's number two television market.

KNXT

CBS Owned, Channel 2 in Los Angeles – Represented by CBS Television Spot Sales

OCT KNXT introduces its first "Big Hit Movies" Blockbuster Week, monthly repeats of the top favorites from the "Fabulous 52" package, shown on seven consecutive evenings.

NOV KNXT news reporter Clete Roberts is elected "Man of the Year" by the Counter Intelligence Corps Association, his *10th award this year*, including an "Emmy" and two AP awards.

DEC KNXT completes another year of leadership. For the latest 12-month period, KNXT averaged a 27.5% total share of audience, almost 30% *higher* than its nearest competitor.

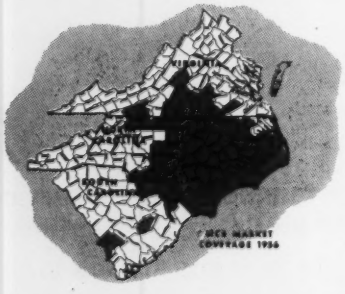
Source: Nielsen

Personalities

* "B.J." JACKSON
* JIM REID
* JIMMY CAPPS
* PHIL ELLIS
* HARRIET PRESSLY
* TED DANIEL
* ANN SELTMAN
* EARL HOSTETLER

Hitch your campaign to a WPTF personality and watch sales zoom. They are household names in 84 counties . . . yes 84 . . . where WPTF reaches over 50% of all radio homes.

In Raleigh-Durham, Wilson, Rocky Mount or Fayetteville. In Chapel Hill, Greenville, Danville, Va., or Dillon, S. C. . . . WPTF personalities are a first class passage to happy selling.



WPTF

50,000 WATTS 680 KC

NBC Affiliate for Raleigh-Durham and Eastern North Carolina

R. H. Mason, General Manager

Gus Youngstedt, Sales Manager

PETERS, GRIFFIN, WOODWARD, INC.

National Representatives

IN PUBLIC INTEREST

AVALON "RADIOTHON" • KBIG Santa Catalina, Calif., has completed a month's campaign to raise funds for a new hospital at Avalon. Disc jockey solicited mainlanders as well as islanders and rendered a musical dedication for each contributor. The station was responsible for $43,597, or triple its original goal of 10% of the needed $150,000.

CAKE SALE • WRFC Athens, Ga., urged its listeners to submit cakes to be auctioned off to other listeners, the proceeds to go to the local community chest. Disc jockey Larry Jackson, who was middleman in this operation, merchandised the resulting 97 cakes at $1 to $10.

TOMORROW'S BROADCASTERS • WAKE Atlanta has donated an hour a week to a group of enterprising youngsters under a 30-week schooling program designed to interest them in the broadcast profession. A company known as Premiere Audio Enterprises was formed by the teenagers with a strict adherence to legal and business procedures. Officers were elected and stock issued at 50 cents per share. Time in their weekly *Teen News and Grooves* show is sold at 50% of the station's rate card and revenues used to keep the company going. WAKE department heads provide supervision in every aspect of the operation.

FAMILY ASSISTED • KQUA Moline, Ill., was on the scene when the 10-member Heaton family was burned out of its home. A 3-minute taped interview with the father was run twice on the air. There followed a series of telephone calls from listeners offering household goods, clothing, a place to stay, and cash to replace lost Christmas presents.

OPEN FORUM • CKBB Barrie, Ont., offered free time to all municipal office candidates in the December elections. The station also gathered top city officials in the town hall for a radio forum, with questions telephoned in by listeners.

MILESTONES

► WSUN St. Petersburg, Fla., celebrated 30th anniversary.

► WDRC Hartford, Conn., presented 2,000th broadcast of *Voice of Religion.*

► KVOX Moorhead, Minn., and its manager, Manny Marget, marked 20th anniversaries.

► WBBM Chicago passed 35-year mark.

► WTMJ-TV Milwaukee observed 10th anniversary.

► Bridgeport Broadcasting Co. (WICC) observed 10th anniversary, as did sportscaster Manning Slater.

► Honig-Cooper Co., advertising, San Francisco, celebrates 50th anniversary.

► Merle B. Peterson, owner-operator, KCVL Colville, Wash., in radio 20 years.

► KTSA San Antonio passed the 35-year mark.

Memo to a Time Buyer

Portland, Maine, Metropolitan Area Telepulse (October 10-17) *confirms and improves* figures quoted in last month's WCSH-TV ads . . .

WCSH-TV now 4½ times ahead of nearest competitor in quarter hour viewing, capturing 81% of all periods surveyed when the three area stations were operating.

WCSH-TV took 371.5 to next station's 82.5, or 10% better than in Pulse 13-county area study of last May. (Third station did not place among quarter hour "firsts")

WCSH-TV had *11 of top 15* once-a-week shows

WCSH-TV had *7 of top 10* multi-weekly shows (NBC News first; WCSH-TV's News on 6 second)

WCSH-TV had *9 of top 10* syndicated film shows

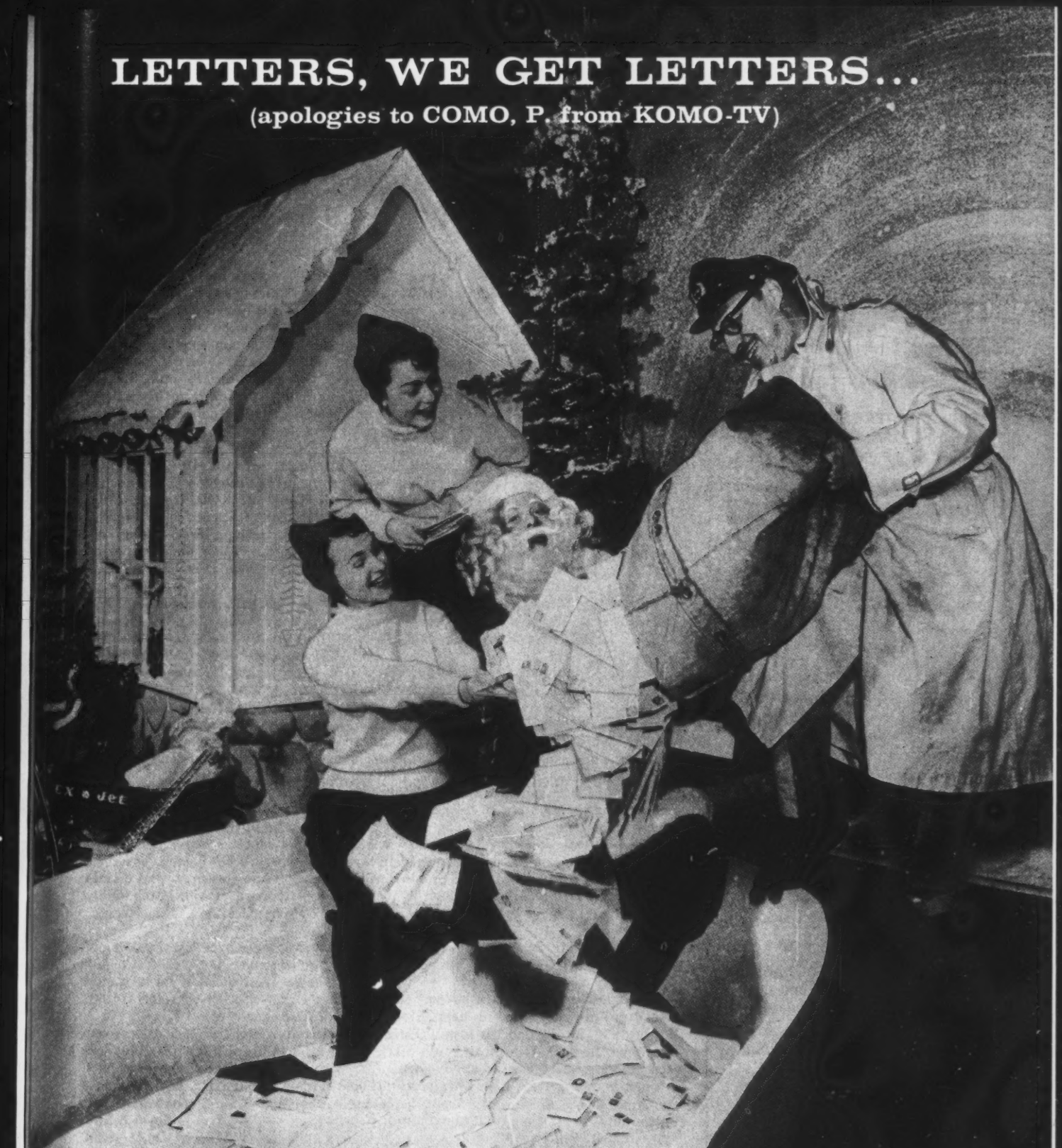
Any Weed-Television man can supply detailed breakdown of this latest evidence of Channel 6 superiority in northern New England's top market.

WCSH-TV

PORTLAND, MAINE

LETTERS, WE GET LETTERS...

(apologies to COMO, P. from KOMO-TV)



More than 12,000 letters poured in when Captain Puget, popular KOMO-TV personality, offered to deliver children's mail to Santa, personally. The Captain flew to North Pole, Alaska, to postmark Santa's answering cards to the children.

Thousands of letters make up only part of the audience influence story at KOMO-TV, however. Its influence is measured too in the sales results KOMO-TV advertisers consistently achieve... results which don't just happen, but are the end product of a strong, loyal audience.

channel 4 SEATTLE

NBC for Seattle and Western Washington
Represented by NBC Spot Sales

On the hour...

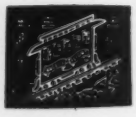
Southern California
Plays KBIG'S
"MYSTERY SOUND" Game

EVEN IN THE SPUTNIK AGE the copybook maxim holds... *to move goods, you must first move people.*

KBIG'S "MYSTERY SOUND" contests are moving Southern California radio listeners by the thousands this winter.

27,359 SUBMITTED ENTRIES in the first six contests (October-December) based on handcuffs clicking, a stick rubbed along a fence, a rock crusher crushing, Angel's Flight funicular railway funicularing, and a camel saying whatever it is camels say.

"MYSTERY SOUND" GIVES A light lift to all, plus prizes to the first fifteen correct answerers (vacation trips, appliances, perfume, dining and dancing at glamor spots).



LIKE ALL KBIG ADULT-appeal programming of memory music and "just enough" news, "Mystery Sound" is low-pressure, easy-going, friendly—and fun. BUT... like KBIG commercials, it moves Southern California to action!

Your KBIG or Weed contact would like to show you a new geographical mail breakdown based on contest mail.

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

OUR RESPECTS

to Frank Elias Pellegrin

FRANK E. PELLEGRIN changes from "one of the world's most efficient" men to the "cheerful, wonderful host" when he takes off his glasses. His associates say you can judge how busy he is by whether his spectacles are in place.

He exudes the "spectacular," too, as for example when host in his own home which contains an amazing number of built-in desks and bureaus. No amateur at the workshop bench, Mr. Pellegrin takes his carpentry as seriously as he does the broadcast business. There are many stories *about* him and a well-read one *by* him. But an unwritten tale is his career covering more than a quarter-century from his college years to his present partnership and vice presidency at H-R Representatives Inc. and H-R Television Inc.

Frank Elias Pellegrin was born July 15, 1908, in Merrill, Wis., the son of lumber businessman George J. Pellegrin and Delia Greenwood Pellegrin. He grew up in Merrill, was a reporter on the former *Omaha Bee* and entered Creighton U. at Omaha. During college, Mr. Pellegrin announced sports on WOW and KOIL Omaha. After he was graduated from Creighton in 1931 with a Bachelor of Science in Commerce degree, Mr. Pellegrin stayed on campus for seven years, teaching news writing and publicity in the journalism school. He founded the *Creighton U. of the Air* (broadcasts on WOW), built remote studios and handled daily broadcasts that featured faculty members.

He left academic surroundings to serve 1938-40 as local sales manager and later general sales manager of Central States Broadcasting System (KFAB Omaha, KOIL, KFOR Lincoln) and joined NAB in Washington to start a new Broadcast Advertising Dept. that was designed to work out problems of mutual interest to advertisers and their agencies and the broadcasters. This was the forerunner of Radio Advertising Bureau (RAB) and Television Bureau of Advertising (TvB).

In 1942-45, he served with the U. S. Army, first in public relations at the War Dept. under Ed Kirby, then in North Africa as a communications officer. In the Italian campaign he pioneered with the wire recorder, covering, among other things, the Battle of Cassino, the Anzio beachhead landings and the French landings on Elba. When discharged, Mr. Pellegrin was a lieutenant colonel.

After the war and until 1947, Mr. Pellegrin continued as director of broadcast advertising at NAB. In 1948, he built and managed KSTL in St. Louis. He left there to become vice president in charge of national sales of Transit Radio Inc.

In 1950, Mr. Pellegrin's association with H-R Representatives began. He helped in the founding of the firm as one of five partners (one, Carlin French, has since retired). His partners today are Frank Headley, president and treasurer, who divides his time between radio and tv; Paul Weeks, an H-R vice president with responsibility over the firm's radio business, and Dwight Reed, who supervises the Chicago offices.

MOST of Mr. Pellegrin's time is devoted to H-R Television Inc. and the development of H-R's spot tv business. A stickler for efficiency, Mr. Pellegrin a few years ago conceived a "survey" of what would be the best location for a station representative firm in Manhattan. That led to the move of H-R's offices from 42nd & Lexington to the current space at 47th & Madison.

In 1930, he married the former Eleanor O'Halloran in Omaha. They have three children, John 13, Dan 10 and Ann Marie 6. His hobbies are golf, photography and carpentry. And he likes to write—therein the story *by* Mr. Pellegrin. During a long winter in Alsace during the war, he spent hours reading who-dunnits. His comrades-in-arms listened to him pout about the calibre of writing—"Even I can write better than this," he exclaimed. This brought forth a challenge, and no man to flinch before a dare, Mr. Pellegrin did write a mystery. It was published in 1945 by Dodd Mead and entitled *Hangman's Hill* (wartime locale and a murder of a war correspondent), under the pen name of Franklin Pell. He also is author of *Manual of Radio Advertising* and co-author of *Radio for Retailers*.

In business activity, Mr. Pellegrin also is a director and treasurer of Public Service Finance Corp.; director-secretary-treasurer of WATO Inc. (owner-operator of WATO Oak Ridge, which Mr. Pellegrin built) and stockholder in WLAF LaFollette, Tenn. He was president and principal stockholder of KSTL for about 10 years, an interest he sold last year.

He is treasurer of Radio & Television Executives Society, vice president of Broadcast Pioneers, member of the Station Representatives Assn. standards and practices committee, Columbia U. Club and is active in the Pelham golf and country club, men's club and Little League.

Of broadcasting, Mr. Pellegrin says, "It's one of the most dynamic things ever to come along." That's reason enough, he notes, to make it his life's work.

UNFINISHED BUSINESS
POLIO!

20 YEARS OF SERVICE
FIGHT INFANTILE PARALYSIS
MARCH OF DIMES

HELP COMMEMORATE THE 20TH ANNIVERSARY OF THE MARCH OF DIMES BY GIVING YOUR TIME TO AID THE THOUSANDS OF VICTIMS FOR WHOM THE SALK VACCINE CAME TOO LATE.

TELEVISION

16 mm FILMS

Starring

Jeff Chandler
Sam Cooke
Ronnie Deauville
Rusty Draper
Ella Fitzgerald
Connie Haines
Lionel Hampton
King Sisters
Sal Mineo
Bobby Troup

and others

PLUS

One-Minute Spots with Robert Armstrong, Ralph Bellamy, Jan Clayton, Tom Ewell, Richard Eyer, Anne Francis, Martha Hyer, Patric Knowles, Angela Lansbury, Ricardo Montalban, George Montgomery, Lloyd Nolan, Dan O'Herlihy, Tommy Rettig, Phil Rizzuto, Martha Scott, Frank Sinatra, Jan Sterling, Esther Williams, Peggy Wood.

And 20-Second Spots with Other stars.

RADIO

ALL STAR QUARTER HOUR TRANSCRIPTIONS

By

Nat King Cole
Gogi Grant
Freddy Martin
Johnny Mathis

PLUS

FIVE MINUTE PROGRAMS

Polly Bergen
Richard Maltby

PLUS

20 One-Minute Spots
20 Thirty-Second Spots
with other stars

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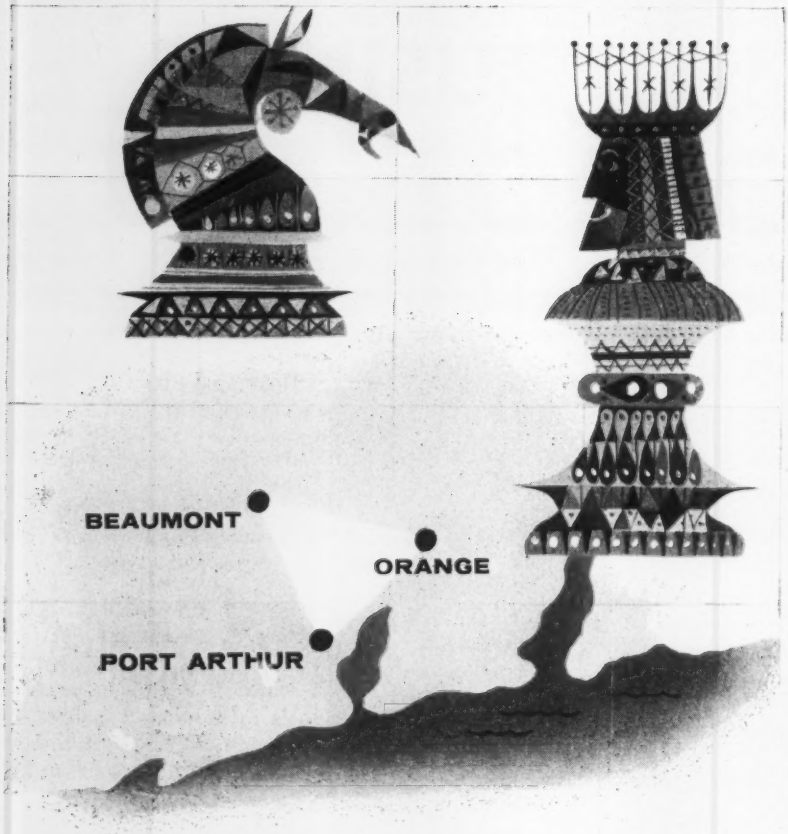

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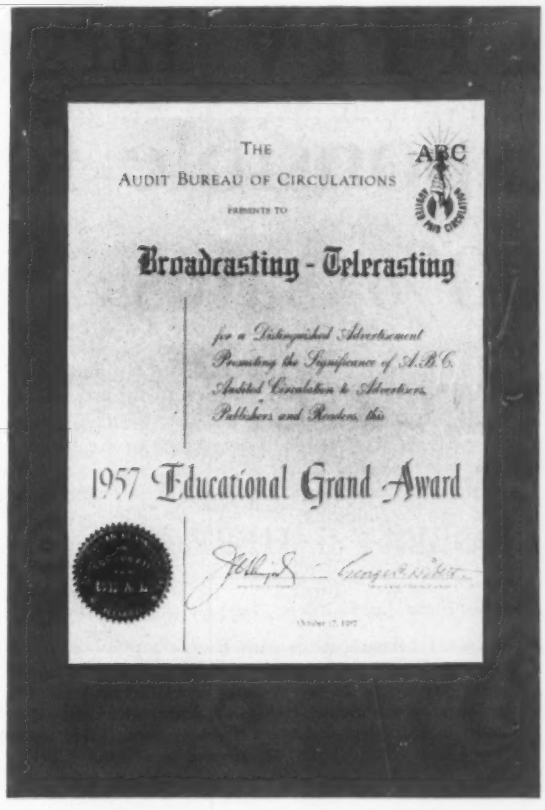
LEADERSHIP IS SOMETHING YOU WIN...



And you win it by achievement. Since 1931, BROADCASTING has been demonstrating this as the unrivaled pace-setter in its field. Last year, for example, BROADCASTING became the first (and *only*) TV-radio business publication to join Audit Bureau of Circulations.

Twelve months later, BROADCASTING won the ABC's 1957 Educational Grand Award for the most outstanding advertisement *by any ABC member in any publishing category* "promoting the significance of ABC audited circulation to advertisers, publisher and readers".

Additionally, the judges gave BROADCASTING the top award—for still another ABC-promoting advertisement from its 1957 campaign—as recognition of the most distinguished entry in the Business Publications Division.

Both plaques have been added gratefully to the considerable collection amassed through BROADCASTING's achievements over the years.

paid circulation must be won, too ...

**BROADCASTING's total average* PAID *for the first six months of 1957: 18,428 copies. Over 5,000 of these go to the all-important agency-advertiser audience.*

And BROADCASTING has won more of it than the next three TV-radio business journals combined. That's why *only* BROADCASTING has qualified for membership in the Audit Bureau of Circulations..why *only* BROADCASTING, in its field, can give you an *accurate*, certified count of how many (and what kind of) *PAID* subscribers are reached by your advertising message.*

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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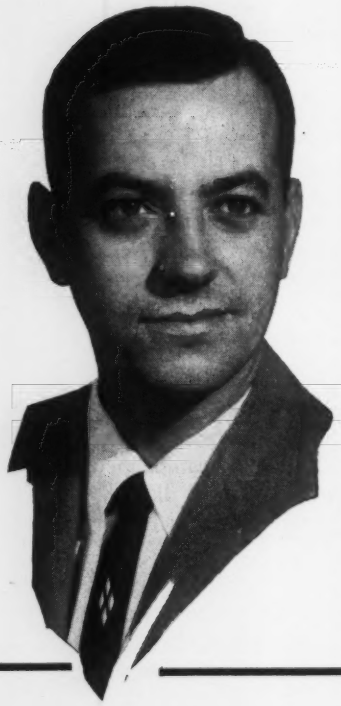
KTHV sells nearly All of Arkansas!

"KTHV largely responsible for 300% sales increase!"



Says ROBERT S. HERZOG,

Advertising and Sales Promotion Manager, Boyer International Laboratories, Inc.

Boyer International Laboratories recently bought a 13-week saturation campaign on KTHV for their H-A Hair Arranger, a liquid grooming aid. Although it is currently available only in the western two thirds of the nation, H-A ranks fifth in national sales. Boyer plans to tackle selected Eastern markets soon, using same saturation technique. Here's what Mr. Herzog says about KTHV:

"I think you will be interested to know that with only half of our 13-week campaign expired, we have already reached our sales and distribution expectations.

Our sales for the first seven months of this year have exceeded last year's first seven months' sales by 300%. In fact, this year's first seven months' sales out-do all of our 1956 Little Rock sales by 125% . . . and the past six weeks of advertising and promotion are responsible for 58% of this year's business.

Reports from our sales representative in the Little Rock area read as follows: "Good movement." "Excellent displays in _____ stores." "Sold _____ for the first time." "Doing quite well in _____ stores." "Reordered." And the proof of these reports is, of course, shipments.

To a large extent, the credit must go to the exceptional job you and KTHV advertising, promotion, and merchandising did for us. The cooperation you gave us was equally exceptional."

Robert S. Herzog

ROBERT S. HERZOG

CBS

KTHV . . . LITTLE ROCK
316,000 WATTS . . . . CHANNEL 11

Henry Clay, *Executive Vice President*

B. G. Robertson, *General Manager*

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 53, No. 27 DECEMBER 30, 1957

'57 AGENCY MOVES TOP $130 MILLION

- **Heading list of advertiser switches: $23 million Buick account**
- **Spate of client shifts during year involve millions in all media**

The multi-million dollar swing in the advertising business which annually shifts accounts from one agency to another reached dizzying heights in 1957.

Skimming only the cream of the crop of such shifts—and confining the list to advertisers which buy the broadcast media—a conservative estimate of the billing shift during the year comes up to a staggering level of some $130 million, including tv, radio and all other media.

Agencies, traditionally noted for sensitivity in their relationship with clients, were rocked by a series of explosive changes. Among the most spectacular:

• The still unsettled $23 million account of General Motors' Buick Div. Its departure from Kudner Agency, New York, marked a high point in the loss of a single account by an agency. The severance also served to point up again that long-term association of client and agency is not sacred. Kudner had served Buick for 22 years [ADVERTISERS & AGENCIES, Dec. 23].

• A pull-out from Grey Adv. by Whitehall Pharmacal Co.—taking away a $300,000 billing for Kolynos toothpaste—after a tv interview in which Grey's President Arthur C. Fatt said he had used a competitive toothpaste that morning [LEAD STORY, Dec. 16].

• A sudden switch a couple of months earlier by Revlon Inc., the cosmetics advertiser that has enjoyed much success in tv. Revlon had been splitting its total $16 million budget among five agencies, BBDO getting the lion's share of $8 million. In September, Revlon announced termination of BBDO's service and parceled the billing among the four others.

• The third largest U. S. food chain—Kroger Co.—last summer named two agencies to handle an estimated $10 million advertising budget, of which approximately 20% is divided about equally between radio and tv. The two were Campbell-Ewald, Detroit, and Campbell-Mithun, Minneapolis. (The bulk of Kroger advertising had been with Ralph H. Jones Co., Cincinnati, but Campbell-Mithun had handled the St. Louis division since late 1956.)

Other top shifts also involved: Pabst Brewing Co.'s $7-8 million, Prudential Insurance Co. of America's $6 million, General Motors' institutional tv account (*Wide Wide World*) of $6 million, Studebaker-Packard's $5 million, Andrew Jergens Co.'s $4 million, Helene Curtis Industries' $4.5 million, Harold F. Ritchie Co.'s $5 million, Toni Div. of Gillette's $4-6 million, Tidewater Oil Co.'s $4-5 million, and a number of others ranging in billing from just under $1 million to $4 million.

In addition to the Buick account, there are at least two other national accounts currently footloose. They are Bon Ami Co. (about $1.7 million, approximately 85% of it in broadcast media), and Colgate-Palmolive's Halo with a budget of about $1.7 million. Combined with Buick's $23 million, the total billing currently not assigned to any agency runs to an estimated $26-million-plus.

At the week's end, there was little new to report from Flint, Mich., Buick's headquarters. A spokesman said Buick still is in the process of interviewing agencies and the company is "not near any decision."

The Buick billing represents about a third of Kudner's overall business. A little less than 10% of this in the past year went into broadcasting, but at present the automaker is spending close to 15% of the total billing in radio-tv.

The Bon Ami account shift was announced only last week. The advertiser bills about $1.7 million and in early 1958 is appointing a new advertising agency to replace Erwin Wasey, Ruthrauff & Ryan, New York.

Bon Ami had been with Ruthrauff & Ryan since the summer of 1956 and remained with the agency during the merger with Erwin, Wasey, several months ago. Prior to that Bon Ami had been with Norman, Craig & Kummel and before that was with the Biow Co., now defunct.

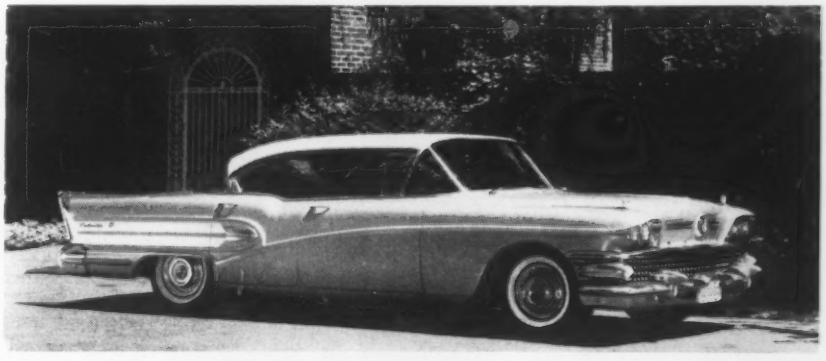
Bon Ami spends a considerable amount of its budget in radio and television spots.

It was speculated that the unexpected resignation of former Ruthrauff & Ryan President F. Kenneth Beirn may have been partly responsible for Bon Ami moving, since Mr. Beirn had been associated with the move of Bon Ami from Norman, Craig & Kummel to R&R. Also possibly affecting the decision was Bon Ami's recent desire to make use of barter in tv. Mr. Beirn was senior vice president at EWR&R after the merger and since has left the agency.

At the close of business in 1957, Erwin Wasey, Ruthrauff & Ryan was winding up the year with sudden account losses and a trouble spot. In addition to Bon Ami, the agency that at the time of the merger was handling a combined billing in excess of $78 million, recently has lost Sun Oil

TEXT CONTINUES TO PAGE 30

BIGGEST ONE TO HIT THE ROAD



Buick's shift out of the Kudner Agency was the most spectacular loss of the year, but traffic in general was heavy. The year saw long-time associations ended, a trend of sorts to consolidation of company products at one, rather than several, agencies, and the traffic flow in general toward the "big-name" agencies.

For an overall picture of agency switches, see pages 28-29.

TRACK RECORD ON WHO WENT WHERE

ACCOUNT	FROM	TO
AIR FRANCE	BUCHANAN	BBDO
AMERICAN HOME PRODUCTS (Whitehall Pharmacal Div.)		
Kolynos	GREY	*Unnamed*
Dristan sinus-cold tablets, Neet hair remover, other test products	ERWIN WASEY, RUTHRAUFF & RYAN	BRYAN HOUSTON
CHARLES ANTELL	JOSEPH KATZ	PAUL VENZE ASSOC.
ARMOUR & CO. (canned meats div.)	TATHAM-LAIRD	N. W. AYER
AVIS RENT-A-CAR SYSTEM	N. W. AYER	MCCANN-ERICKSON
B. T. BABBITT		
Bab-O, Botswick Div.	DANCER-FITZGERALD-SAMPLE	DONAHUE & COE
Cameo	MAXON	DONAHUE & COE
Am-O, Lye brands	COHEN & ALESHIRE	DONAHUE & COE
Glim	COHEN & ALESHIRE	DOYLE DANE BERNBACH
BAKERS FRANCHISE (Lite-Diet bread)	KASTOR, FARRELL, CHESLEY & CIFFORD	EMIL MOGUL
BARRICINI CANDIES	MILTON STERN	EMIL MOGUL
BAVARIAN BREWING	RICHARD F. PECK	CALKINS & HOLDEN
BAYUK CIGARS	AL PAUL LEFTON	FEIGENBAUM & WERMEN
BEATRICE FOODS (LaChoy div.)	FOOTE, CONE & BELDING	MAXON
BEST FOODS (Nucoa)	DANCER-FITZGERALD-SAMPLE	GUILD, BASCOM & BONFIGLI
BISSELL CARPET SWEEPER	N. W. AYER	LEO BURNETT
BLOCK DRUG (Rem & Rel)	JOSEPH KATZ	LAWRENCE C. GUMBINNER
BON AMI	ERWIN WASEY, RUTHRAUFF & RYAN	*Unnamed*
BOND STORES	JOSEPH KATZ	KEYES, MADDEN & JONES
BOYLE-MIDWAY (Aero-Shave, Black Flag, Sani-Flush)	GEYER	J. WALTER THOMPSON
BREAST-O'-CHICKEN TUNA	FOOTE, CONE & BELDING	GUILD, BASCOM & BONFIGLI
C & C SUPER CORP.	HILTON & RIGGIO	EDWARD H. WEISS
CAPITAL AIRLINES	LEWIS EDWIN RYAN	KENYON & ECKHARDT
CARLING BREWING (Stag beer)	ERWIN WASEY, RUTHRAUFF & RYAN	EDWARD H. WEISS
CERIBELLI & CO.	MACMANUS, JOHN & ADAMS	ROY S. DURSTINE
CINZANO *	ROBERT ORR & ASSOC. BURKE DOWLING ADAMS	BURKE DOWLING ADAMS LENNEN & NEWELL
COLGATE-PALMOLIVE		
Brisk	WILLIAM ESTY	CUNNINGHAM & WALSH
Vel and Halo	CARL S. BROWN	LENNEN & NEWELL
CBS RADIO	MARSCHALK & PRATT (div. of MCCANN-ERICKSON	DOYLE DANE BERNBACH
CORNING GLASS WORKS (Pyrex Consumer Products Div.)	MAXON	N. W. AYER
COTY	HEINEMAN, KLEINFELD, SHAW & JOSEPH	BBDO
HELENE CURTIS INDUSTRIES		
Lentheric *	GRANT	GORDON BEST
	GORDON BEST	EARLE LUDGIN
	EARLE LUDGIN	EDWARD H. WEISS
	EDWARD H. WEISS	GORDON BEST
Spray Net, Shampoo Plus Egg	EARLE LUDGIN	MCCANN-ERICKSON
Stopette	EARLE LUDGIN	EDWARD H. WEISS
DOYLE PACKING OF N. J.	ROY S. DURSTINE	GEYER
DUFFY-MOTT	YOUNG & RUBICAM	SULLIVAN, STAUFFER, COLWELL & BAYLES
ALLEN B. DuMONT LABS	CAMPBELL-EWALD	PAGE, NOEL, BROWN
EMERSON RADIO & PHONOGRAPH	GREY	MARTIN L. SMITH
ENCYCLOPAEDIA BRITANNICA	U. S. ADV.	DANCER-FITZGERALD-SAMPLE
FRENCH TOURIST OFFICE	BENTON & BOWLES	GREY
MAX FACTOR & CO. (Sof-Set, Dri-Mist)	ANDERSON-MCCONNELL	GUILD, BASCOM & BONFIGLI
G. H. P. CIGAR	NORMAN, CRAIG & KUMMEL	COMPTON
GENERAL MOTORS		
Tv Institutional	KUDNER	MACMANUS, JOHN & ADAMS
Buick Div.	KUDNER	*Unnamed*
GENESEE BREWING	ROGERS & PORTER	MARSCHALK & PRATT (div. of MCCANN-ERICKSON
GILLETTE (Toni Div.)		
Prom	NORTH	TATHAM-LAIRD
Hush deodorant	TATHAM-LAIRD	NORTH
Bobbi pin curl	TATHAM-LAIRD	CLINTON E. FRANK
Unidentified product	CLINTON E. FRANK	TATHAM-LAIRD
GREYHOUND	BEAUMONT & HOHMAN	GREY

DURING 1957

The listing on these two pages shows major account shifts of 1957. Asterisk (*) indicates an account which moved twice or more.

ACCOUNT	FROM	TO
GROVE LABS (Bromo-Quinine)	BENTON & BOWLES	GARDNER
GUNTHER BREWING	SULLIVAN, STAUFFER, COLWELL & BAYLES	LENNEN & NEWELL
HAWAIIAN PINEAPPLE (Dole)	N. W. AYER	FOOTE, CONE & BELDING
CHARLES E. HIRES	N. W. AYER	MAXON
THE LEWIS HOWE CO. (Tums and Nature's Remedy)	DANCER-FITZGERALD-SAMPLE	MCCANN-ERICKSON
INTERNATIONAL MINERALS & CHEMICAL (Accent)	BBDO	NEEDHAM, LOUIS & BRORBY
ANDREW JERGENS	ROBERT W. ORR	CUNNINGHAM & WALSH
KIWI POLISH (American Div.)	STREET & FINNEY	COHEN & ALESHIRE
KROGER *	RALPH H. JONES CAMPBELL-EWALD	CAMPBELL-EWALD CAMPBELL-MITHUM
LAMBERT-HUDNUT (DuBarry)	SULLIVAN, STAUFFER, COLWELL & BAYLES	NORMAN, CRAIG & KUMMEL
LANOLIN PLUS	RUSSELL M. SEEDS	KASTOR, FARRELL, CHESLEY & CLIFFORD
JAMES LEES & SONS	D'ARCY	N. W. AYER
LEVER BROS. (Breeze)	BBDO	SULLIVAN, STAUFFER, COLWELL & BAYLES
P. LORILLARD (Kent, Newport)	YOUNG & RUBICAM	LENNEN & NEWELL
GEORGE W. LUFT CO. (Tangee)	WARWICK & LEGLER	CALKINS & HOLDEN
MAGNAVOX	FOOTE, CONE & BELDING	MAXON
PAUL MASSON INC.	GEYER	WEINER & GOSSAGE
MONARCH WINE	EMIL MOGUL	LAWRENCE C. GUMBINNER
NORTHEAST AIRLINES	CHAMBERS & WISWELL	J. WALTER THOMPSON
NOXZEMA CHEMICAL (lather & brushless)	SULLIVAN, STAUFFER, COLWELL & BAYLES	MACMANUS, JOHN & ADAMS
PABST BREWING		
East Side beer	LEO BURNETT	YOUNG & RUBICAM
Three primary brands	LEO BURNETT	NORMAN, CRAIG & KUMMEL
PARK & TILFORD (toiletries & cosmetics div.)	EMIL MOGUL	GRANT
PEARSON PHARMACAL (Eye-Gene)	AL PAUL LEFTON	DONAHUE & COE
PHILCO	HUTCHINS	MAXWELL ASSOC.
PIERCE'S PROPRIETARIES	KASTOR, FARRELL, CHESLEY & CLIFFORD	EMIL MOGUL
PROCTER & GAMBLE		
Dash	COMPTON	DANCER-FITZGERALD-SAMPLE
Pin-It	BENTON & BOWLES	GREY
American Family soap	H. W. KASTOR	TATHAM-LAIRD
PRUDENTIAL INSURANCE	CALKINS & HOLDEN	REACH, MCCLINTON
RAILWAY EXPRESS AGENCY (Air Express div.)	ROBERT W. ORR	BURKE DOWLING ADAMS
READER'S DIGEST	BBDO J. WALTER THOMPSON	J. WALTER THOMPSON SCHWAB & BEATTY
REGAL PALE BREWING	GUILD, BASCOM & BONFIGLI	HEINTZ
REVLON *	BBDO WARWICK & LEGLER C. J. LA ROCHE DOWD, REDFIELD & JOHNSTONE	WARWICK & LEGLER C. J. LA ROCHE DOWD, REDFIELD & JOHNSTONE EMIL MOGUL
HAROLD F. RITCHIE	BUCHANAN	BBDO
ROOTS MOTORS	ANDERSON & CAIRNS	ERWIN, WASEY
JACOB RUPPERT BREWERY	WARWICK & LEGLER	COMPTON
SALADA TEA	HERMON W. STEVENS	SULLIVAN, STAUFFER, COLWELL & BAYLES
SCHICK	WARWICK & LEGLER	BENTON & BOWLES
S. A. SCHONBRUNN & CO. (Savarin)	LAWRENCE C. GUMBINNER	FOOTE, CONE & BELDING
SCOVILL MFG. (Hamilton Beach div.)	ERWIN, WASEY	CAMPBELL-MITHUN
SEABROOK FARMS	N. W. AYER	GORE, SERWER
SEALY	EDWARD H. WEISS	J. WALTER THOMPSON
SERVEL (refrigeration div.)	HICKS & GREIST	WALKER B. SHERIFF
W. A. SHEAFFER PEN (consumer adv.)	KEYES, MADDEN & JONES	BBDO
SHULTON (pharmaceutical div.)	BRUDNO & BAILEY	FOOTE, CONE & BELDING
STAHL-MYER	CHARLES W. HOYT	HICKS & GREIST
STUDEBAKER-PACKARD	BENTON & BOWLES	BURKE DOWLING ADAMS
SUN OIL CO. (motor products)	ERWIN WASEY, RUTHRAUFF & RYAN	WILLIAM ESTY
TIDEWATER OIL CO.	BUCHANAN	FOOTE, CONE & BELDING
U. S. SAVINGS BONDS	N. W. AYER	LEO BURNETT
WESTERN AIRLINES	BUCHANAN	BBDO
J. B. WILLIAMS CO. (now div. of Pharmaceuticals Inc.)		
Skol, Kreml, Williams shaving products	J. WALTER THOMPSON	PARKSON
Conti products	DOHERTY, CLIFFORD, STEERS & SHENFIELD	PARKSON

TEXT CONTINUES FROM PAGE 27

Co's motor products (estimated $3 million budget) to William Esty Co., and American Home Products' Whitehall Pharmacal Div. (number of products in test stage, Dristan sinus cold tablets and Neet hair remover for an estimated $500,000 billing—Dristan went to Bryan Houston).

EWR&R's trouble spot: KLM Royal Dutch Airlines with a $1 million domestic billing. The client had announced last August that it would appoint Erwin, Wasey as its agency effective Jan. 1, 1958. Last week, KLM "postponed" the effective date of takeover from Charles W. Hoyt Co. Said Dirk J. Koelman, vice president and general manager in the U. S., and Jere Patterson, EWR&R's executive vice president: Hoyt will continue to service KLM's advertising in the U. S., with EWR&R "to proceed with future planning for advertising in this country."

Mr. Koelman asserted that KLM wants to give EWR&R "a further opportunity to complete the reorganization of their business resulting from the recent merger before having them proceed actively with the handling of our account as originally planned.

"Since we have had a high regard for the Hoyt agency and our plans to change here in the U. S. were prompted by the desire to coordinate our advertising on a worldwide basis, we have naturally taken the logical step under the circumstances of asking them to continue with us at this time." (EWR&R directs KLM advertising in the Caribbean and Central and South America and its London office handles KLM in other world markets outside of Holland, where it is serviced by Smit Advertising Agency.)

Reasons for account switches—that is, those made public—vary. Buick, for example, stated only that it is in the best interest of both client and agency to part company. Unspoken were some irritations: Buick had lost third place in auto sales in 1957 to Chrysler's Plymouth; friction had developed in August when during a heavyweight championship bout telecast, a Buick commercial was inserted at the instant the bout was stopped and the decision of the winner not yet announced.

With Revlon, the termination of BBDO's services was characterized as a "mutual agreement" but it has been pointed up that the Revlon departure from Norman, Craig & Kummel early in 1956 bristled with a difference of opinion, the agency claiming that some of the disagreement was over commission on talent (this flatly denied by Revlon, which said the fall-out centered on a conflict of programs). There was speculation that a similar fall-out occurred between Revlon and BBDO.

In another instance in the summer of 1957, BBDO resigned the $1.8 million *Reader's Digest* account after 28 years in what appeared to be a force play by BBDO's $17 million American Tobacco Co. client. The *Digest* had carried a two-part series, "The Facts Behind Filter-Tip Cigarettes," which singled out (among others) American's Hit Parade cigarettes as being ineffectual in screening out tars and nicotines. Charles H. Brower, then BBDO vice president and general manager and now its president, called the resignation "completely voluntary" and a matter of "conflicting interest and business ethics" rather than due to "client pressure."

The *Digest*, an intermittent and never heavy user of broadcast media, promptly appointed J. Walter Thompson as its principal agency with $1.3 million of the magazine's billing. The rest, covering the *Digest* Condensed Book Club went to Schwab & Beatty, New York.

At times, the account moves indicated some indecision on the part of the client. For example, Jacob Ruppert Brewery, New York ($1.5 million in tv), originally appointed Compton Adv. after it had left the former Biow Co. in January 1956, but instead moved its business to Warwick & Legler. But his month, Ruppert announced that next Feb. 1, the account will go to Compton.

In one shift—the $4-5 million Tidewater Oil Co. account from Buchanan & Co. to Foote, Cone & Belding—the reasoning [according to J. Ronald Getty, vice president and marketing director of Tidewater], was to be found in "part of the aggressive new policies that are making Tidewater the most widely discussed company in the industry." In other words: company expansion.

A relationship of 12 years by Duffy-Mott Co. ($1 million account) with Young & Rubicam ended when the agency resigned the account and D-M appointed Sullivan, Stauffer, Colewell & Bayles. This shift was occasioned by product conflict: Y&R had acquired the Beechnut Div. of the newly consolidated Lifesavers-Beechnut Co. from Kenyon & Eckhardt. Both Duffy-Mott and Beechnut manufacture baby food.

J. B. Williams Co. moved all of its $2 million billing from J. Walter Thompson Co. and Doherty, Clifford, Steers & Shenfield to the new Parkson Adv. agency (formed by some of the principals of Edward Kletter Assoc.). In back of this change: Pharmaceuticals Inc., already serviced by Parkson, purchased the Williams company.

P. Lorillard Co., New York, in August consolidated its advertising ($19 million billing) at Lennen & Newell, New York, until then handling only Old Gold cigarettes. The company switched its Kent and Newport cigarette brands from Young & Rubicam in a change understood to have been prompted by the cigarette maker's wishes to establish a corporate image and have all its products serviced under a single agency roof.

Often, an account switch is triggered over a personality conflict between executives handling accounts for the client and agency or agencies. The classic case, of course, is that of an account executive leaving and taking an account with him to the newly-joined agency.

But more often, the changes are occasioned by the dynamic U. S. economy, itself changing and creating in its expansion new marketing conditions and demands on servicing. As expressed by Brown Bolte, Benton & Bowles' executive vice president, a few weeks ago: the unparalleled and unprecedented growth of companies and coincidentally of the agencies is basic to breakups in long-term agency-client relationships [ADVERTISERS & AGENCIES, Dec. 23].

Or, as in the Buick situation, sales may be down. Again, in the case of the airline shifts from the smaller and local to larger and national agencies, companies find that with expansion they outstrip the facilities and service ability of their original local agency.

Cosmetics Marketing Faces Changing Makeup

"Big-time" television, a necessity for survival among major cosmetic manufacturers, is forcing them to change marketing strategy and they will do so at an accelerated rate during 1958, according to *F-D-C Reports*—published weekly in Washington for drug, cosmetic and allied industries.

As "one-by-one, the 'big names' have decided to put their money on the tv line," manufacturers are developing mass-selling techniques to meet a pre-sold demand induced by tv, the trade paper says. This is forcing them to re-evaluate payments for display, promotional and other specialized services in chains and department stores. Chains have a display and traffic advantage over department stores but "are faced with developing a convincing story on why a manufacturer has to buy display space for tv-pre-sold merchandise," it goes on.

In the tv marketing evolution, the cosmetic house is "rediscovering" the drug store in its drive for widest possible distribution, says *F-D-C Reports*. "Even the retail druggist, who could never be taught to sell cosmetics on their own, can be pushed into displaying the fast-sellers," it explains.

"The continued pressure of competition from those already committed to the hilt in tv will force additional manufacturers" into the medium, the newsletter forecasts. Revlon "seized the reins in the tv-dominated cosmetic revolution from Bishop," other houses have had to follow in an effort to maintain the pace—Curtis, Factor, Shulton *et al.*, *F-D-C Reports* states. It adds that "Rubinstein and Coty have indicated they are ready to break from the starting gate."

The report notes that while tv is a "must" for the above-$20 million cosmetic houses, those in the $10-20 million bracket are facing "the question of whether they can afford to stay out, while the heavy spenders widen the gap. To them, tv may represent shooting the works on one turn, with a 50-50 chance that when they play the black, the red will turn up." For the under-$10 million category, "big-time tv is obviously out," and "even spot tv may represent a strain," the report says.

Among cosmetic giants turning to tv selling, experience has shown that "promotion of names or whole lines has not been successful to date," *F-D-C Reports* says. "With product obsolescence high in the cosmetic field, a cosmetic manufacturer must have a whole string of products to follow up on an initial success."

TV NETWORK BUYS AND BUYERS

Battle Creek, Mich., in October entered its contestant for honors in the top 10 list of network tv advertisers. That month, Kellogg Co. of Battle Creek spent a total of $1,113,053 in network tv time charges (gross).

The total Kellogg investment, according to compilations based on Publishers Information Bureau data, places that company in the Big Ten network tv advertiser category, unfamiliar territory in the past for the cereals foods concern.

Kellogg's surge this season is backed by sponsorships in a number of shows (*Art Linkletter's House Party, Wild Bill Hickok, Name That Tune* and *The Big Record* on CBS-TV, a $7 million transaction with ABC-TV for time and programming that included five half-hour children's daytime shows and an alternate buy of *Circus Boy*).

October in general was a big billing month by the tv-active top 10 in network: Procter & Gamble was up to the $3.8 million mark; Gillette $2.3 million; Colgate-Palmolive $1.8 million (slight increase from last year); American Home Products $1.6 million (at least $200,000 above its October mark a year ago); Chrysler $1.6 million (up $300,000); Lever $1.5 million (half a million above); General Foods $1.3 million (down about $200,000), and R. J. Reynolds $1.3 million (rise of some $400,000). P&G and Gillette were at the same approximate level as last year.

Detroit's entries were spotty. Chrysler was up, General Motors with $1.2 million showed a gain of about $200,000 making a reappearance in the Big Ten after having been out of the list for a few months. Ford, in the listing for September ($1.2 million level), did not make it in October.

Toiletries continued its marginal lead over foods in the product groups breakdown.

TOP TEN ON TV NETWORKS
OCTOBER 1957

1.	PROCTER & GAMBLE	$3,801,877
2.	GILLETTE	2,336,352
3.	COLGATE-PALMOLIVE	1,804,226
4.	AMERICAN HOME PRODS.	1,676,307
5.	CHRYSLER	1,620,033
6.	LEVER BROS.	1,596,781
7.	GENERAL FOODS	1,363,385
8.	R. J. REYNOLDS	1,322,924
9.	GENERAL MOTORS	1,276,321
10.	KELLOGG	1,113,053

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS DURING OCTOBER '57 AND JANUARY-OCTOBER 1957 AS COMPARED TO 1956

	Oct. '57	Jan.-Oct. '57	Oct. '56	Jan.-Oct. '56
AGRICULTURE & FARMING	$	$	$	$ 494,292
APPAREL, FOOTWEAR & ACCESS.	340,365	2,874,304	429,610	2,915,324
AUTOMOTIVE, AUTO EQUIP. & ACCESS.	4,904,104	41,859,547	4,247,907	47,023,583
BEER, WINE & LIQUOR	614,713	6,598,062	705,539	6,143,896
BLDG. MATERIAL, EQUIP. & FIXTURES	49,445	3,330,697	381,771	2,848,172
CONFECTIONERY & SOFT DRINKS	937,740	5,491,957	598,644	7,152,917
CONSUMER SERVICES	522,287	3,866,860	241,356	2,074,891
DRUGS & REMEDIES	4,509,199	37,176,669	3,920,479	31,677,015
ENTERTAINMENT & AMUSEMENTS		111,427	12,299	84,281
FOOD & FOOD PRODUCTS	8,393,444	80,130,342	7,872,991	72,686,813
FREIGHT, INDUST. & AGRIC. DEVEL.		10,304		
GASOLINE, LUBRICANTS & OTHER FUELS	357,018	2,098,698	357,382	3,395,416
HORTICULTURE		102,223		211,185
HOUSEHOLD EQUIPMENT & SUPPLIES	1,816,620	16,159,627	2,930,803	28,899,074
HOUSEHOLD FURNISHINGS	361,318	2,483,353	346,884	2,648,589
INDUSTRIAL MATERIALS	1,329,516	10,560,233	1,090,113	8,676,402
INSURANCE	742,454	5,594,918	548,490	3,868,264
JEWELRY, OPTICAL GOODS & CAMERAS	859,040	5,449,910	642,602	4,892,739
OFFICE EQUIPMENT, STATIONERY & WRITING SUPPLIES	495,369	2,702,270	279,442	3,343,269
POLITICAL			1,638,061	2,074,546
PUBLISHING & MEDIA	104,970	1,796,606	230,587	1,485,757
RADIOS, TV SETS, PHONOGRAPHS & MUSICAL INSTRUMENTS	600,731	2,984,226	640,372	9,954,865
SMOKING MATERIALS	4,966,847	39,481,411	3,357,926	33,546,413
SOAPS, CLEANSERS & POLISHES	5,850,034	56,970,227	5,420,863	50,184,913
SPORTING GOODS & TOYS	166,242	694,977	185,126	626,627
TOILETRIES & TOILET GOODS	10,656,191	83,509,712	9,114,721	69,533,555
TRAVEL & RESORTS	253,027	1,487,818	43,290	472,398
MISCELLANEOUS	370,732	4,867,827	310,757	2,415,402
TOTALS	49,201,406	418,394,205	45,548,015	399,330,598

Source: Publishers Information Bureau

LEADING ADVERTISERS IN RESPECTIVE GROUPS DURING OCTOBER 1957

CHEMSTRAND	$ 113,286
CHRYSLER	1,620,033
SCHLITZ	251,316
GENERAL MOTORS	44,552
AMERICAN CHICLE	318,646
AT&T	395,840
AMERICAN HOME	1,466,428
GENERAL FOODS	1,363,385
STANDARD OIL, N. J.	173,460
SINGER	393,160
ARMSTRONG CORK	327,293
RCA	305,405
PRUDENTIAL	256,597
EASTMAN KODAK	611,830
HALLMARK	164,183
TIME INC.	104,970
SYLVANIA	217,299
R. J. REYNOLDS	1,322,924
PROCTER & GAMBLE	3,331,757
AMER. MACHINE & FDRY.	117,484
GILLETTE	2,336,352
PAN AMERICAN	145,107
RALSTON-PURINA	140,982

RADIO-TV FACE CITY TAX THREATS

- **Rumblings from St. Louis, Norfolk, Va., follow Baltimore move**
- **Media gird for battle as tax idea spreads out to more cities**

The bells of the New Year promise to ring in with the first advertising taxes ever placed on radio and television as media in at least three cities glumly face these January prospects:

• The chances are believed to be practically nil that Baltimore's circuit court will grant an injunction to stay the city's 6% levy on media sales and gross before the Jan. 1, 1958, effective date.

• St. Louis alderman Alfred I. Harris last Thursday denied he has any intention of dropping his proposal for like taxes in that city; he said he definitely would offer his ordinance to the Jan. 3 meeting of the board of aldermen.

• The newest convert to the ad tax movement, Norfolk, Va., plans to launch a methodical plan for such levies by first seeking state legislature action to remove a Virginia statute that forbids taxing of news media. The legislature reconvenes in mid-January.

In Baltimore, where Mayor Thomas D'Alesandro spawned the advertising media tax idea copied by other communities, it's expected that tax money will go into an escrow fund, pending disposition of the suits in the city's circuit court. Ten broadcasters are alongside six other advertising companies and organizations, all in separate suits [AT DEADLINE, Dec. 23, 16, Nov. 25; ADV. & AGENCIES, Dec. 23, 9, 2].

The suits point out that the taxes are without precedent and beyond the city's taxing powers, discriminate against advertising media, infringe on freedom of the press and put local media in an unfair competitive position with outsiders. Radio-tv suits also note that their service is interstate in nature with rates set accordingly and should not be taxable by a city.

Observers expect that the Baltimore circuit court will set an early January date for hearings on the suits.

In St. Louis, alderman Harris last week scotched reports that he might abandon his tax proposal by declaring "there wasn't a chance in the world" that he would drop the idea. He explained that his convalescence from a recent auto accident had prevented him from completing necessary paperwork before formally offering his proposal. The board of aldermen is in a holiday recess and next meets Jan. 3, when Mr. Harris promises to submit his plan. Like Baltimore, the St. Louis levies would amount to 6% of media gross.

Mr. Harris said the fact that similar taxation is being court-tested in Baltimore is no reason to delay his proposal. He feels the tax is justified and that provisions of Maryland law are not necessarily comparable to Missouri law. A court test, possibly faster in Missouri, would finally determine the merits of such an ordinance, he said.

The alderman emphasized that necessity dictates the need for such a measure: St. Louis' budget has been swelling an additional $5-$6 million each year, and each time in the past it has meant increases in cigarette, property and like taxes.

The Norfolk city administration's plan for ad taxes in that Tidewater city may be the most lethal yet. Mayor W. Fred Duckworth has started on a precise plan that first would remove some legal roadblocks and better insure the survival of the ad tax in a court test. First target: a Virginia state statute that forbids taxing of news media on the grounds it restricts freedom of the press by subjecting the media to punitive tax measures.

Mayor Duckworth conferred earlier this month with eight members of the state legislature from the Norfolk area and, it's understood, the matter of rescinding the statute will be considered early on the agenda when the legislature reconvenes next month.

Actually the Norfolk plan is for a mere 0.3% gross tax on media. But, observers note, once the basic principle of such taxation is enacted, there would be no limitation on how high a tax a community could impose on advertising media. It's also felt that state legislative action removing the statute forbidding such taxes would be a signal for any money-strapped city in Virginia to single out advertising media for similar levies.

The big question mark for Norfolk is the fact that it is adjacent to such independent cities as Portsmouth and Newport News, which would inherit much of the Norfolk advertising dollar diverted by a city tax. It's felt that Norfolk wouldn't impose such a tax unless the neighboring communities enacted like ordinances. As of last Thursday, there was no indication of Portsmouth-Newport News feeling on the matter of ad taxes.

Norfolk media are drawing up their battle lines. A special committee under Daniel Goldman, partner in Cavalier Advertising Agency, has been appointed to organize resistance to the tax measures. In addition, the Advertising Federation of America, which is actively participating in the Baltimore and St. Louis crises, has taken part in the newest tax fight. AFA is urging members to file protests through the federation's Virginia lieutenant governor, Ed Acree of Cargill & Wilson agency, Richmond. Mr. Acree is working with Mr. Goldman and Shields Johnson, general manager of the Roanoke (Va.) Newspapers. Overall strategy is under AFA's third district governor, J. Randolph Taylor of *America's Textile Reporter*, Greenville, N. C.

AFA's James Proud is slated to appear in early January before the Norfolk Advertising Club to discuss the local tax threat. The club already has adopted a resolution in opposition to Mayor Duckworth's proposal and club President Howard Stanley, WAVY Norfolk, has called for a "united" front to defeat the measure.

As in St. Louis, the Norfolk tax germ is said to stem from Baltimore Mayor D'Alesandro's success in railroading an ad tax through a pro-administration city council. Norfolk's city council already supports Mayor Duckworth's plan.

The St. Louis situation is a little more cheerful for opponents of the tax in that Mayor Ray Tucker and the board of aldermen have not voiced active support of the proposed taxes and have indicated an open mind to the pros and cons of the situation.

The State of Virginia seven years ago enacted the statute that squelched the am-

COLORCASTING®

The Next 10 Days
of Network Color Shows
(all times EST)

CBS-TV

Dec. 31, Jan. 7 (9:30-10 p.m.) *Red Skelton Show*, S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk through Gardner Adv.

NBC-TV

Dec. 30, 31, Jan. 2, 3 (1:30-2:15 p.m.) **Jan. 6-8** (1:30-2:30 p.m.) *Howard Miller Show*, participating sponsors.

Dec. 30, Jan. 2, 3, 6-8 (3-4 p.m.) *Matinee Theatre*, participating sponsors.

Dec. 30, Jan. 6 (7:30-8 p.m.) *The Price Is Right*, RCA Victor through Kenyon & Eckhardt and Speidel through Norman, Craig & Kummel.

Dec. 31 (8-9 p.m.) *George Gobel-Eddie Fisher Show*, RCA-Whirlpool through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

Jan. 1 (11:45 a.m.-1:45 p.m.) *69th Tournament of Roses Parade*, Minute Maid through Ted Bates and Florists Telegraph Delivery Assn. through Grant Adv.

Jan. 1, 8 (9-10 p.m.) *Kraft Television Theatre*, Kraft Foods Co. through J. Walter Thompson Co.

Jan. 2 (7:30-8 p.m.) *Tic Tac Dough*, RCA-Victor through Kenyon & Eckhardt and Warner-Lambert through Lennen & Newell.

Jan. 2 (10-10:30 p.m.) *Lux Show* starring Rosemary Clooney, Lever Bros. through J. Walter Thompson Co.

Jan. 4 (8-9 p.m.) *Perry Como Show*, participating sponsors.

Jan. 4 (10:30-11 p.m.) *Your Hit Parade*, American Tobacco Co. through BBDO and Toni through North.

Jan. 5 (7-7:30 p.m.): *My Friend Flicka*, sustaining.

Jan. 5 (8-9 p.m.) *Steve Allen Show*, participating sponsors.

Jan. 5 (9-10 p.m.) *Chevy Show*, Chevrolet through Campbell-Ewald.

Jan. 7 (8-9 p.m.) *Eddie Fisher-George Gobel Show*, RCA-Whirlpool through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

MERCHANDISING MUSCLE

makes us your strong right arm in the rich Richmond area

1. IN-STORE FOOD DISPLAYS
2. IN-STORE DRUG DISPLAYS
3. IN-STORE FOOD DEMONSTRATIONS, SAMPLING, COUPONING
4. STORE WINDOW DISPLAYS
5. BARGAIN BAR PROMOTIONS
6. COMMUNITY CLUB AWARDS
7. MAILINGS TO RETAILERS
8. PERSONAL CALLS ON JOBBERS, WHOLESALERS, RETAILERS
9. REPORTS TO FOOD ADVERTISERS
10. PROMOTIONAL SPOTS
11. NEWSPAPER ADS

WLEE • WXEX-TV

NBC Radio, Richmond — NBC-TV serving Richmond, Petersburg & Central Va.

Tom Tinsley, Pres. Irvin G. Abeloff, Vice Pres. WXEX-TV Harvey L. Hudson, Gen. Mgr. WLEE

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington; **Simmons Associates** in Chicago and Boston; **Clarke Brown Co.** in Dallas, Houston, Denver, Atlanta, Miami, New Orleans; **McGavren-Quinn** in Seattle, San Francisco, Los Angeles.

WPST
WE'RE OPENING THE DOOR
TO SOUTHEAST FLORIDA'S
$2,000,000,000 MARKET
MIAMI FLA.
we're on the air!
TEN'S ON TOP — Right! On top of 1,453,800 people, representing 581,520 families.
TEN'S ON TOP — Right! On top of 32,428 retail stores, employing 72,269 workers with a payroll of $165,482,000.
TEN'S ON TOP — Right! On top of more than 1800 manufacturing plants turning out products from milady's chemise to monsieur's carport.
TEN'S ON TOP — Right! On top of more than 3 1/2 million tourists who visit Southeast Florida and Miami every year (more than 75 per cent of whom view TV during their stay)
PUBLIC SERVICE TELEVISION MIAMI, FLA.
WPST TV
CHANNEL 10
WPST TV

ABC NETWORK. REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

bitions of some of its tax-hungry cities [BROADCASTING, March 20, 1950]. In the forefront for this legislation was the Virginia Assn. of Broadcasters.

The Baltimore-St. Louis-Norfolk quest for ad taxes is the first ever sought against radio and television. The State of New Mexico in the fall of 1951 was successful in imposing a 2% tax on broadcasting while placing a tax on all businesses. KOB Albuquerque unsuccessfully fought the measure to the state supreme court, which held that broadcasting is not exempt because of its interstate nature.

New Pulse Technique to Rate Weekly Time Period Over Month

The Pulse Inc., New York, last week released details of a new rating technique to be incorporated in future monthly Telepulse reports, whereby each time period is surveyed four times during a monthly period and a rating computed on the basis of an average four consecutive weeks [CLOSED CIRCUIT, Dec. 16]. Telepulse reports have been based heretofore on a survey of one week in the month.

Dr. Sydney Roslow, president of The Pulse, said the new procedure was utilized in compiling the November Telepulse for Boston. The four consecutive weeks (FCW) technique, he added, will be utilized in all Pulse markets "as soon as possible."

"Our new FCW technique," Dr. Roslow declared, "gives each program in every monthly Telepulse. It recognizes the trend toward alternate week sponsorship of programs; it offsets the impact of special promotion devices; it keeps the spectaculars in perspective and, in effect, rates each time period in the month rather than each program."

He explained that the four weeks overlap two months and consist of the last three weeks of one month and the first week of the next. The first FCW Boston report, he said, covered the four weeks ending Nov. 7. The new technique, he continued, grew out of a query from Norman Knight, general manager of WNAC-TV Boston, and was developed and tested in cooperation with the stations in that market.

Dow Corning Reportedly Plans Venture Into Tv in Late 1958

Dow Corning Corp., Midland, Mich., affiilate of both Dow Chemical Corp. and Corning Glass Works, reportedly will make its first use of television late in 1958 after having tested radio for several years. But the reason is not that of being dissatisfied with radio. Rather, it is a belated recognition of tv as the best "demonstration medium."

The product to be advertised on tv is Sylmer, a silicone finish for fabrics. In years past, Dow Corning, through its New York agency, Anderson & Cairns, purchased short run (three-week) radio spot announcements in approximately 12 markets at an estimated cost of $50,000. It probably will allocate about the same to tv at first. Agency sources indicated the advertiser "likes radio very much" and feels it did "a very fine job for us."

3RD NIELSEN STUDY DUE BY LATE SUMMER

- **126 sign for new service**
- **Survey comes in 3 reports**

A. C. Nielsen Co. is preparing to push the button for NCS No. 3, planning to have updated coverage data on tv stations and networks in the hands of subscribers by late summer of 1958.

Announcement of the new study is being made today (Monday) by John K. Churchill, vice president of the marketing research firm, on the basis of sufficient station, agency, advertiser and network contractual support.

The study, to be undertaken next spring (probably covering an eight-week period in March and April), will be similar in essence to previous NCS surveys, giving complete county-by-county data to meet separate client needs, but encompassing some variations based on population factors. Nielsen also has been quietly surveying community tv antenna system operators in connection with NCS No. 3.

Nielsen hopes that the Advertising Research Foundation again will cooperate in the survey, as it did in 1956, in providing "basic ownership data for the entire industry."

"Increasing requests for updated NCS No. 2 measurements on the tv side made it clear that NCS No. 3 should be launched without delay," Mr. Churchill asserted. "Our proposals were shown to the industry a few weeks ago. Within less than a month, more than enough dotted-line support was received."

Contracts have been received from 90 stations, 35 advertisers and agencies and one tv network (understood to be CBS-TV), he reported.

Like the two previous NCS studies, the third will take three basic forms—individual station reports, complete circulation reports and complete station reports. Research techniques will be "substantially the same" except that the sample size will be increased to permit "separate measurement of many additional counties and reduction of the number of sparsely populated counties reported on the cluster basis."

In the past, some small counties were lumped together for a population cluster of, say, 10,000 and were not measured individually. Minimum for a cluster now is 5,000 people, thus reducing the number of counties in a group.

Breakdown of the three basic client forms:

Individual station reports—county-by-county detail, mapped and summarized for each subscribing station; complete circulation reports—individual station coverage information is tabulated county by county in each state for subscribing networks, agencies and advertisers, and complete station reports—in which complete county-by-county data are tabulated on each station for the same clients.

Mr. Churchill stressed that "all areas of the country have been affected by tv growth changes since 1956" and that "more than two-thirds of the tv stations have been directly or competitively involved in changes in coverage patterns, due to power, antenna, programming and other shifts." NCS No. 3 is designated to measure the extent of these changes, he added.

In its survey of community antenna systems, Nielsen hopes to ascertain (1) the number of subscribers to such systems and (2) stations whose programs are relayed by community tv operators. Since it decided to poll these entrepreneurs last Dec. 1 and actually undertook the study the past fortnight, Nielsen reports respondents have exceeded the quota originally anticipated. The study is not a commercial one, it's emphasized, and is merely for informational purposes. (There currently are nearly 500 community television systems in the U. S., Canada and Alaska.)

Eversharp Writing Switches To B&B After Sale to Parker

With acquisition of the Eversharp Inc. writing instrument division by Parker Pen Co., the account has moved from Cunningham & Walsh to Benton & Bowles, it has been announced by George A. Eddy, Parker executive named as marketing vice president of the new Eversharp Div. C&W retains Eversharp shaving equipment billings, which represent the bulk of the account.

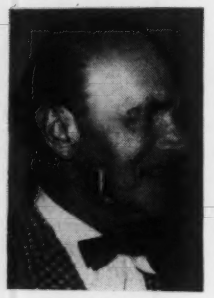
Eversharp Inc. spent an estimated $40,000 in spot tv in 1956 and an unknown sum in that medium this year for its pens and pencils, while Parker Pen allocated about $60,000 for spot tv last year and about $1 million in 1957. Eversharp sponsored radio's *Take It or Leave It* (the original *$64 Question*) in the early 40s. Parker has been represented periodically on network tv specials and other programs but is relatively dormant in network television.

Transfer of the Eversharp division account was presaged by the move of David G. Watrous, account supervisor at Tatham-Laird Inc., Chicago agency which retains the Parker account, to Benton & Bowles in New York. Mr. Watrous has been named vice president and account supervisor, serving as management contact on Eversharp. C. George Heath, formerly sales vice president for Eversharp in Canada, becomes executive vice president and managing director of the new Parker subsidiary.

Addition of Eversharp ballpoint pens and mechanical pencils to Parker pen, pencil and ink products permits the latter to enter the lower-priced market and to continue its diversification policy, according to the sale announcement. Parker sales were about $35 million in 1956. Eversharp's were not revealed, but the joint announcement said Eversharp felt its own declining sales could be reversed with Parker's merchandising program and the Eversharp brand name. The cash sale was announced jointly Dec. 19 by Bruce M. Jeffris, Parker president, and Thomas J. Welsh, executive vice president of Eversharp (through H. E. Christiansen, vice president).

Toiletry Ads Check Asked by TGA Head

The broadcasting industry, which may be bearing the brunt of "misleading" toiletry advertising now being looked into with more intensity by both Food & Drug Administration and Federal Trade Commission, has been asked to check with Toilet Goods Assn. about possible "borderline cases." Though quick to point out that "we can't afford to be copy censors for radio-tv," S. L. Mayham, executive vice president of TGA, said the association would welcome a greater interest by networks and stations in its activities.



MR. MAYHAM

TGA, worried that exaggeration in copy could eventually destroy the toiletries industry, claims as members some 500 manufacturers of toilet goods out of an industry-wide total of 2,300. The 500 TGA members account for more than 90% by volume of toilet goods manufactured in the U. S. Associate membership, for which broadcasters could qualify, would cost $100 a year in dues.

Last month, TGA, which maintains an inter-membership board of standards, invited the industry as a whole to take advantage of this self-regulating group's services and subject its advertising to a confidential screening. Wrote Mr. Mayham to the recipients of a TGA bulletin outlining the association's position:

"These two agencies (FDA and FTC) which depend for their support and appropriations upon the goodwill of Congress, have been under increasing fire by members of Congress to 'do something about this horrible advertising.' . . . So strong is the feeling of Congress that proposals have arisen there providing for government review of advertising before its publication, and even for provisions for licensing of particular advertising claims. Such laws, while undoubtedly unconstitutional, would just as undoubtedly cause great difficulty for the industry."

In discussing the 20-year record of TGA's board of standards, Mr. Mayham noted that "no piece of copy, either labeling or advertising, which has been approved by the TGA board of standards, has ever been made the subject of a case by either the Food & Drug Administration or the Federal Trade Commission."

Although Mr. Mayham said he could not, under any circumstances, cite "violating" advertisers or their products by name, he did say that the bulk of misleading or exaggerated claims seem to "have a habit" of appearing on the air and concern themselves in the main with hair preparations and deodorants. Although radio-tv as media do not contain "the bulk" of misleading copy, "these ads certainly are more conspicuous on the air than they are on the printed page," Mr. Mayham said.

He contended the FTC "has made a guinea pig out of the cosmetics industry," but that in a way many of its past edicts," on advertising copy were justified. "Some of the firms deserved it." But he did not call for "factual advertising only." Mr. Mayham feels that the cosmetics industry especially is one "where a certain amount of puffing is needed."

TGA does not propose to act like a censor for anyone. "We are merely interested in standards of truth, in exaggerated claims and in misrepresentation." (A sample of misrepresentation: the implied claim that a perfume manufactured, say, in New Jersey, is really a French import through such visual connotative devices as "filmed shots of the Eiffel tower and the Seine.")

The basic trouble at this time is not that the manufacturers are reluctant to submit copy to TGA—"the entire procedure of the board of standards is completely secret and is kept religiously so in the interest of fairness to all"—but that their agencies are quite emphatic about not trusting advance proofs to anyone outside of the agency-client orbit, Mr. Mayham indicated. "They should trust us more . . . as should the networks."

"It's not that we are maintaining a 'holier-than-thou' attitude towards 'clean' copy. We just want to keep our boys out of trouble," the TGA official asserted. He admits that some copy—such as deodorant and toilet-paper—is "extremely hard to write tastefully." Nevertheless, "if advertising gets so bad that women lose faith in it, the media people, especially broadcasters, will be in a helluva fix."

This season, cosmetics manufacturers *alone* are painting a $50 million smile on television. [For details on how the toilet goods industry spends its tv coin and where, see ADVERTISERS & AGENCIES, July 29.]

ACTIV.TY

HOW PEOPLE SPEND THEIR TIME

There were 123,717,000 people in the U. S. over 12 years of age during the week Dec. 15-21. This is how they spent their time:

71.4%	(88,334,000) spent	2,076.1 million hours	WATCHING TELEVISION
55.3%	(68,416,000) spent	997.6 million hours	LISTENING TO RADIO
80.9%	(100,087,000) spent	389.5 million hours	READING NEWSPAPERS
29.6%	(36,620,000) spent	176.4 million hours	READING MAGAZINES
28.9%	(35,754,000) spent	467.5 million hours	WATCHING MOVIES ON TV
19.2%	(23,712,000) spent	90.5 million hours	ATTENDING MOVIES *

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1957 Sindlinger & Co.

* All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

SINDLINGER'S SET COUNT: As of Dec. 1, Sindlinger data shows: (1) 105,703,000 people over 12 years of age see tv (85.7% of the people in that age group); (2) 40,908,000 U. S. households with tv; (3) 44,959,000 tv sets in use in U. S.

ARB Readies A-to-Z Report On Tv Listening, Conversion

The fourth annual report on tv station reception, tune-in and uhf conversion is being prepared by American Research Bureau. Known as the 1958 A-to-Z Metropolitan Area Coverage Study, the project is to be completed by mid-March, with ARB surveying more than 200 markets, including all California counties. Stations, agencies and advertisers have been invited to help select the markets.

ARB's 1958 report will update similar surveys it has conducted for three years. It will measure changes where new stations have come on the air or where there have been shifts in network affiliation, tower location, operating power and other factors.

Advertising agencies will help finance the study. Field work is to begin in late January and early February. Results will show for each market: percentage of homes having tv (including uhf and community antenna saturation); stations received in the market, with percentage of homes able to receive each station and frequency of viewing; stations viewed most (with first and second preferences) for both daytime and evening.

Tv Viewing Up in October—TvB

The average U. S. television home spent 5 hours 27 minutes watching television in October, an 8% increase over the 5 hours 4 minutes for the same month of the previous year and the largest increase since February 1955, Television Bureau of Advertising has announced in an analysis of the latest data from A. C. Nielsen Co. February 1955's 5 hours 53 minutes was a 10% increase over February 1954's 5 hours 21 minutes. The highest month's average to date is 6 hours 2 minutes registered February 1956, TvB said.

'57 BROADCAST ADS AT $2 BILLION

Total broadcast advertising expenditures came within a shade of the $2 billion mark in 1957, reaching $1,934 million.

This $2 billion figure promises to be left well behind a year from now unless 1958 suffers unexpectedly from rolling readjustment cyclic trends or some of the other economic factors foreseen in year-end forecasts.

The 1957 total advertising expenditure (including time and programs) consisted of:

Television—$1,284 million, up 6.1%
Radio—$650 million, up 14%

These are estimates compiled at the year-end by NARTB. The television total is another all-time record. Radio rose 14% over 1956, also an all-time record, NARTB previously had estimated [ADVERTISERS & AGENCIES, Dec. 23].

The television increase of 6.1% in 1957, according to NARTB's estimate, was based on these trends:

Network—Up 4.5%
Spot—Up 10%
Local—Up 5%

The advertising expenditures formula differs from net time sales, which are based on deduction of frequency and promotional discount but before sales and agency commissions.

NARTB's estimate of total tv advertising expenditures in 1957 compares with an estimate of $1,290 million forecast by Television Bureau of Advertising for the *1957-58 Telecasting Yearbook-Marketbook*.

The record $1,284 million television advertising expenditure marks the close of the first full decade for the visual medium, NARTB pointed out in a year-end roundup. The association said this trend points to greatly expanded growth and service in the second television decade.

The number of homes viewing tv now totals 38 million compared to 34 million a year ago, according to NARTB. Average viewing per set totaled 41 hours 34 minutes in 1957 compared to 38 hours 52 minutes the previous year. In the 10-year period, the number of tv sets in use increased from 102,000 to 43 million. The number of licensed stations increased from 6 to 539.

President Harold E. Fellows said this growth and the enlarged advertising expenditure showed the tremendous acceptance of free television in the United States. He termed tv's advertising service to business and industry "a vital part of our economy of abundance."

Mr. Fellows said the impact of tv on ideas and world development was shown in dramatic terms during 1957. He said coverage of the Russian satellite launching, one of the most significant events of the century, was outstanding. He listed the Little Rock controversy, Queen Elizabeth's visit and the Senate labor racket hearings as demonstrating tv's impact on the minds and imagination of the American people.

The year 1957 "was the most competitive in tv history, "Mr. Fellows observed, with the three national tv networks offering memorable programming. "Only good can result from such competition, for it brings a vitality and creativity to the industry from which the tv viewer, the advertiser and broadcaster himself must benefit," he said.

NARTB's summary listed such 1957 technical advances as magnetic tape for black-and-white and color, forward scatter for intercontinental tv and the smaller sets made possible by short-neck picture tubes. Magnetic tape was described as providing important relief for the problem of daylight saving time and network programming schedules.

ABN Counts $4 Million Business in Four Weeks

In the four weeks since American Broadcasting Network kicked off its "most intensive selling drive" with a breakfast presentation by ABN President Robert E. Eastman, the network has racked up an excess of $4 million in new and renewed business, Mr. Eastman announced Friday. He also disclosed that during the past week, ABN garnered 13 new sponsors representing aggregate billings of $1.5 million.

Noted Mr. Eastman: "The most recent signing of Lever Bros. Co., American Cyanamid, Philco Corp. and many other key advertisers is a tremendous vote of confidence in the new American concept of 'live' programming. Together with the previously announced Chevrolet, 20th Century-Fox and other sponsorships, the trend in the coming year will be to ABN."

The breakdown of new and renewed business follows:

American Cyanamid Co. (Albert Frank-Guenther Law) for *Breakfast Club* effective Feb. 6; Hudson Vitamin Products Inc. (Pace Adv.) for *Herb "Oscar" Anderson Show* effective Jan. 9; Knox Gelatine Co. (Charles W. Hoyt Co.) for *Breakfast Club* and *Jim Backus Show* effective Jan. 27; Lever Bros. Co. (Sullivan, Stauffer, Colwell & Bayles) *Breakfast Club, Anderson Show, Jim Reeves Show, Backus Show*, effective Jan. 6; C. H. Musselman Co. (Arndt, Preston, Chapin, Lamb & Keene) for *Breakfast Club* effective Feb. 18; Olson Rug Co. (Presba, Fellers & Presba) for *Breakfast Club*, effective Jan. 21; Chas. Pfizer Co. (Leo Burnett Co.) for *Breakfast Club* effective Jan. 13; Philco Corp. (BBDO) for *Breakfast Club*, also Jan. 13.

Renewed business came from:

Milner Products Co. (Gordon Best Co.) which not only renewed but enlarged its sponsorship of *Breakfast Club* to start Jan. 8; National Brands Div., Sterling Drug Inc. (Carl S. Brown Co.) *Sunshine Boys* effective Jan. 1; Sandura Co. (Hicks & Greist) for *Breakfast Club* effective Jan. 9.

Earlier, ABN reported new business from Buitoni Foods Corp. (AF-GL), Chevrolet Motor Div. of General Motors Corp. (Campbell-Ewald), Kitchen Art Foods (Wright, Campbell & Suitt), Magla Products

CLAGHORN HAMS FOR FERRIS HAM

Stahl-Meyer Inc., New York meat packer, and its agency, Hicks & Greist, New York, are reaching into radio's past for their new $100,000-plus spot announcement campaign now being heard in greater New York, using the "hard-sell" tactics of Sen. Claghorn of Fred Allen fame. Announcer Kenny Delmar (Claghorn) is backed by music (chorus and orchestra) described in the copy by H&G as "in the style of the 'A&P Gypsies,'" a musical series on NBC in the 1920's.

A total of 717 announcements placed within 30 programs on six New York stations—WNEW, WMOM, WOR, WMCA, WINS and WHLI (the last in Hempstead, L. I.) make up the campaign. A heavy saturation schedule plus the bombastic oratory of Sen. Claghorn—notes agency copy chief Art Mayer, "He never makes a request, he commands!"—gives the Stahl-Meyer campaign a "double whammy." What is more, says Mr. Mayer, "Claghorn's most common technique is that of repetition." For example, "Ferris Ham, Ah say, Ferris, that is."

Stahl-Meyer General Sales Manager Frank Guthrie feels Claghorn's "amusing, highly merchandisable character" suits Ferris to a "T." He notes that Ferris is in search of a personality in the manner of Bert and Harry Piel (Piel Bros. Beer), Albert Dimes (Tetley Tea Co.'s "tea taster"), Commander Edward Whitehead (Schweppes USA Ltd.) and Elsie (The Borden Co.)—all radio spot users.

To carry the Claghorn image right down to the root of the problem—namely to instill in the sales force the Senator's go-gettism—H&G invited Mr. Delmar to address the salesmen, Southern-fried style, of course, and as Claghorn,, Mr. Delmar stumped for himself as he passed out autographed photos, cigars and windy "campaign promises." These promises apparently are being fulfilled with great success. "Lots of votes for Ferris have come into Stahl-Meyer election headquarters," says one company official. H&G account executive Larry Alexander, mindful of the "sometime, lethargic" meat trade, believes the Claghorn idea has "hit the trade like a stick of dynamite."

S-M, relatively new at Hicks & Greist—up to last summer it had been serviced by Charles W. Hoyt Co.—now is considering a similar campaign in television.

(Edward Lieb Adv.) and 20th Century-Fox Film Corp. (Charles Schlaifer & Co.).

Previously-announced renewals were placed by: AFL-CIO (Furman, Feiner & Co.), Bristol-Myers Co. (Young & Rubicam), Campana Sales Co. (Erwin Wasey, Ruthrauff & Ryan), Food Specialties (Charles F. Hutchison Inc.), Sleep-Eze Co. (Mottl & Siteman Adv.) and R. J. Reynolds Tobacco Co. (William Esty Co.).

Tv Rates for Child Programs Too High, Says Ideal's Helitzer

A leading toy advertiser has injected a sour note in the commercially-happy Christmas toy-buying season by attacking current tv rates for children's programming as "unrealistic and too high."

Melvin Helitzer, advertising-public relations director of Ideal Toys Corp.—which this year has spent more than $500,000 in television—claimed the unrealistic network station rates "were forcing manufacturers of children's products to seek family type shows which had a more definite purchasing power." Mr. Helitzer spoke before the Sales Promotion Executives Club of New York Dec. 18. The toy industry as a whole spent over $4 million in tv in 1956, he said.

MR. HELITZER

"The reason advertisers have been shying away from children's tv programs," Mr. Helitzer asserted, "is because the networks have not faced some simple economic facts. Stations charge the same rates for a children's program as they do for a daytime program. In any rating system, the number of viewers may be the same, but advertisers get paid off on the basis of sales, not rating points." He said it was "an obvious fact" that children do not have the purchasing power of adults, and a "re-evaluation of tv rates is absolutely necessary or there will be more casualties such as *Ding Dong School* and *Winky Dink*.

Mr. Helitzer subsequently explained that "the trouble" is that all daytime shows in, say C time category, are billed as C time and "no thought is given to the possibility that kids' programming in C-rate time may not have a buying audience." He felt the networks and stations "ought to allow" for discounts as a measure of compensation.

Ideal, notes Mr. Helitzer, realigned its program sponsorship this year "because of this fact." Last summer, it announced it would make a bid for a buying audience by picking up part-sponsorship of a group of old Shirley Temple theatrical films being distributed by National Telefilm Assoc. [ADVERTISERS & AGENCIES, Aug. 19].

The toy executive also stressed that "you have to repeat and repeat your commercial message before you can penetrate the mind of a child," which means that in order to reach the average child viewer, an advertiser may have "to do twice as much advertising as he would to reach an adult."

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

MEATY MATTER • Wilson & Co. (meat packer), Chicago, is scheduling multiple film property program in about 30 markets, calling for approximately $1 million outlay in tv film, compared to 1957 expenditure of about $250,000. Firm, which has sponsored *Dr. Hudson's Secret Journal*, will retain that property in some markets, step up tv activity with use of *Badge 714, Harbor Command, San Francisco Beat, Sheriff of Cochise, Decoy, Highway Patrol* and *State Trooper*. Properties have been purchased on continual basis since October and will be limited to one per market, some on alternating basis. Agency for products involved (ham, bacon, sausage, canned meats) is Needham, Louis & Brorby, Chicago.

GROUP ACTIVITY • Tell Time Watch Corp. (group of 27 manufacturers which licenses children's products), N. Y., has scheduled quarter-hour puppet show Saturday mornings on CBS-TV o&o's. Show will start Jan. 11 on WCBS-TV New York, a week later on WBBM-TV Chicago, WHCT (TV) Hartford, KNXT (TV) Los Angeles, WXIX (TV) Milwaukee and KMOX-TV St. Louis, to run for 39 weeks. *Adventures of Terry Tell Time* will star Bunin puppets and Carol Reed, CBS-TV "Weather Girl." Among participating manufacturers: Transogram Toy Co., Sovereign Div. of Benrus Watch Co., Weldon Pajama Co., Burlington Mfg. Co. Agency for Tell Time Corp.: The Goldenthal Agency, N. Y.

FIRM BUY • H. W. Gossard Co. (foundation garments), Chicago, has bought six 15-minute segments on alternate weeks of NBC-TV's *Tic Tac Dough* starting Feb. 14. Agency: Edward H. Weiss & Co., Chicago.

ONE WAY to decide which sponsor gets the opening commercial in the first production of *Shirley Temple's Storybook* (Sun., Jan. 12, 8 p.m. EST, NBC-TV) is to toss a coin. As sponsors watch, Tom McDermott, vice president in charge of radio-tv plans at N. W. Ayer & Son Inc., executes an impartial flip. Gamblers are (l to r) Glenn Gundell and James F. Lunn, respectively vice president and advertising manager of the Sealtest Div. of National Dairy Products Corp., and Edward J. Breck, president-general manager of John H. Breck Inc. Mr. Breck won the lead-off spot on the premiere story, "Beauty and the Beast." Ayer is agency for both sponsors.

FACTOR FACTS • Max Factor and Co. (cosmetics), Los Angeles, will sponsor *Jacques and Jill* on ABC-TV (Mon. 8-8:30 p.m.) starting Jan. 20. Created, written and produced by Alex Gottlieb, who also produced *Gail Storm Show* and *Dear Phoebe*, new series is being produced at Hal Roach Studios in Culver City with Hal Roach as executive producer and William Seiter as director. Anderson-McConnell, L. A., is agency.

RE-ENLISTING • Carnation Co., Los Angeles, has renewed sponsorship of Ziv-produced *Men of Annapolis* half hour tv film series in 17 western markets for 52 weeks. Business was placed through Erwin Wasey, Ruthrauff & Ryan, Los Angeles.

RW&C, U. S. Adv. Corp. Merge; Become Roche, Rickerd & Cleary

A merger of United States Adv. Corp. and Roche, Williams & Cleary, two Chicago agencies with estimated consolidated billings of $7 million, will become effective Jan. 1, 1958, it was announced last week. The new agency will be known as Roche, Rickerd and Cleary.

John P. Roche, president of RW&C, becomes board chairman; C. E. Rickerd, president of U. S. Adv. Corp., assumes the presidency of the new agency. Other officers are James M. Cleary, first vice president; A. T. Bonk, executive vice president of U. S. Adv., assistant to the president, and R. A. L. Herweg, Gerald A. Waindel and A. J. Engelhardt, also with U. S. Adv., vice presidents. The agency will headquarter at 135 S. LaSalle St., the present location of Roche, Williams & Cleary.

Among RW&C radio or tv accounts are Chicago-Milwaukee-St. Paul & Pacific Railroad Co., Hardware Mutuals and John Puhl Products Co. U. S. Adv. Corp. broadcast clients include Stewart Private Blend Coffee Co., Ideal Dog Food, Schulze & Burch Biscuit Co. and Wilson Bakerite Co. (shortening). Of the estimated consolidated billings, Roche, Williams & Cleary accounted for the bulk—about $5 million.

Three Buy on ABC-TV

Three new sales have been announced by Thomas W. Moore, vice president in charge of sales, ABC-TV, with the signing by Lever Bros., New York, for the Wednesday 4:15-4:30 p.m. segment of *American Bandstand* for 52 weeks starting Jan. 8 through BBDO, New York. Lever will promote Wisk. Other sales were to Joe Lowe Corp., New York, for the summer campaign for Popsicles starting June 13 with the Friday 4:30-4:45 p.m. segment of *Bandstand* through Paris & Peart Adv., New York, and to Peter Paul Inc., Naugatuck, Conn., for a 13-week campaign for Mounds, Almond Joy and other candies starting Feb. 6 with the Thursday 4:15-4:30 p.m. segment of *Bandstand*. Agency is Dancer-Fitzgerald-Sample, New York.

KRON is TV in SF

San Franciscans are sold on KRON-TV

THE
Afternoon Movie
GOLDEN GATE
PLAYHOUSE
21.6 Cume/42% Share

SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

"He must know a good spot"

So does the J. Walter Thompson Company, one of the nation's leading advertising agencies. Experts at selecting the most sales-productive television stations, the JWT timebuyers have at their fingertips the latest market and audience research. Facts carefully compiled by their own skilled researchers... plus exhaustive data supplied by CBS Television Spot Sales.

So armed, J. Walter Thompson has bought spot schedules on WBTV, Charlotte, for 11 of its clients during the past year... including such major accounts as Shell Oil, Eastman Kodak, Ford, Schlitz, Scott Paper, Seven-Up and Ward Baking Company.

Good spot to be in! For JWT... and for 388 different national spot advertisers currently placing schedules on the 13 stations and the regional network represented by...

CBS TELEVISION SPOT SALES

WCBS-TV New York, WHCT Hartford, WCAU-TV Philadelphia, WTOP-TV Washington, WBTV Charlotte, WBTW Florence, WMBR-TV Jacksonville, WXIX Milwaukee, WBBM-TV Chicago, KGUL-TV Galveston, KSL-TV Salt Lake City, KOIN-TV Portland, KNXT Los Angeles, and THE CBS TELEVISION PACIFIC NETWORK

CHROMA KEY DOES DOUBLE TAKES

Does the script call for the hero and heroine to stroll hand in hand through Central Park, or ride a magic carpet over the minarets of Baghdad, or appear beside a package ot the sponsor's product twice as tall as they are?

For live tv, such effects used to require rear-screen projection and/or elaborate (and expensive) carpentry and painting. The results were often far from satisfactory, even then. But for the past several months, effects of this sort have been achieved on NBC-TV colorcasts through the use of a device called Chroma Key, developed by Frank Gaskins, technical operations supervisor of NBC-TV, Hollywood, and Milt Altman, graphic arts supervisor there.

Outwardly, Chroma Key is a box about six inches wide, six inches high and a little over a foot long. Inside is the electronic equipment whose precise nature Messrs. Altman and Gaskins are reluctant to discuss. They have no such reluctance, however, in describing how it functions.

Specifically, Chroma Key takes the images picked up by two tv color cameras and combines them into a single picture. In the process, sizes can be so adjusted that a man six feet tall can be shown against a background provided by a picture postcard, with both appearing in natural proportions on the screen. Here's how it's done:

The postcard, or perhaps a three-dimensional miniature, is a scene in Central Park. This is picked up by Camera 1. Our hero, standing before a blue background, is picked up by Camera 2. Both picture signals are put through Chroma Key, which is activated by the blue signal to punch an electronic hole in the background picture and to insert the image of the man into that hole. The process occurs faster than the eye can catch it and can be repeated indefinitely, permitting the person to move freely before the background with none of the lighting and perspective problems that arise with rear-screen projection backgrounds.

Chroma Key can be adjusted to respond to any color, its creators say. Blue was chosen because it is the opposite of the flesh tone generally used as a control by cameramen when working with color images. Costumes and backgrounds may be almost any color, but flesh tones have to be right. (Actors have to be careful not to wear blue clothes or accessories as they become transparent to the camera-plus-Chroma Key and the viewer could find himself looking through them into the background, which might be a good comedy bit to the viewer but disturbing to everyone else concerned. Closeups of blue eyes must be avoided.)

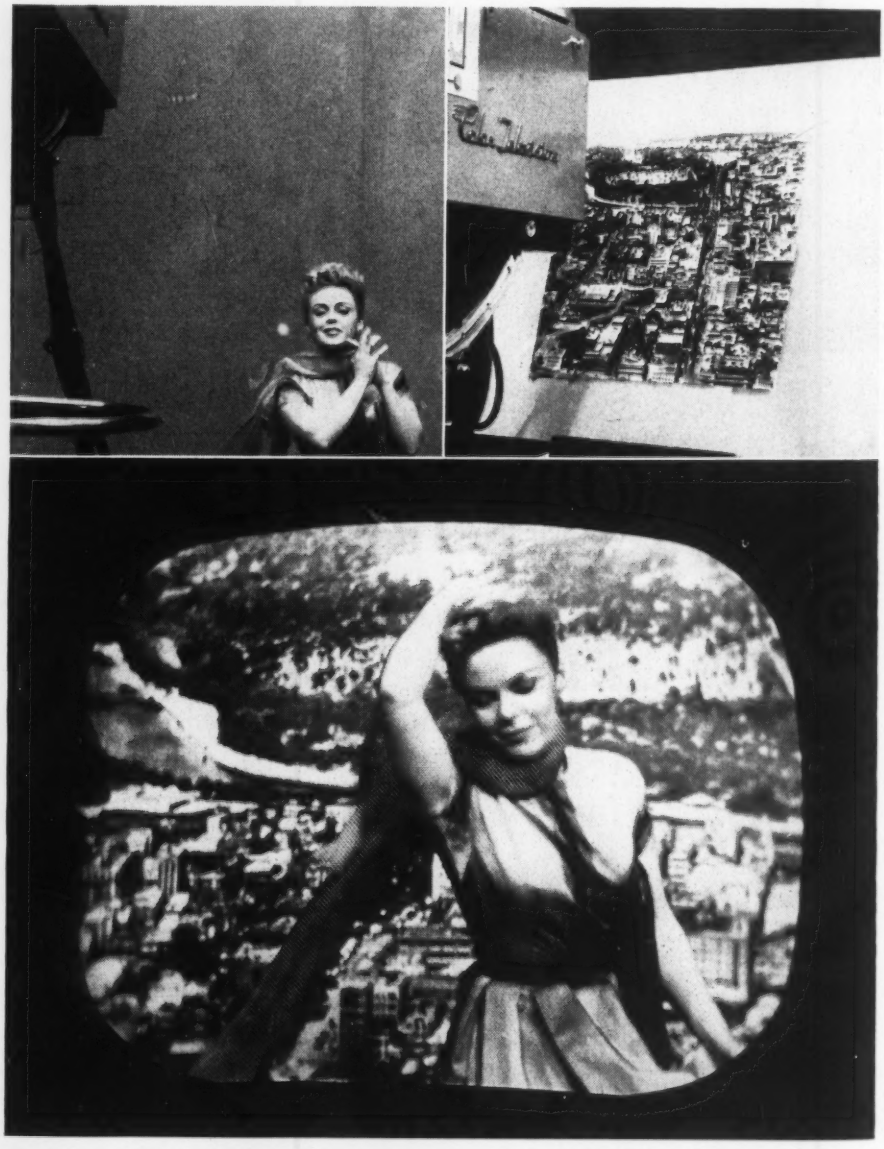
It was the need for a device to make the Cheshire Cat appear gradually from nose to tail and disappear in the same inch-by-inch manner in a telecast of *Alice in Wonderland* that led to the development of Chroma Key. Mr. Altman, working on the *Alice* program in New York a few years ago, found the equipment he had to work with inadequate for the task. He got Mr. Gaskins interested, and by pooling their artistic and engineering talents they created Chroma Key.

After a test run on a *Matinee Theatre* colorcast, Chroma Key made its official debut on the *George Gobel Show* Sept. 24 and since then it has been used two or three times a week on NBC-TV colorcasts originating both in Hollywood and New York. The device enables the cast of the *Gobel Show*, for instance, to appear from behind the peacock which is the RCA-NBC color trademark. More ambitiously, Chroma Key combined a miniature set of a park with a stream running through it and an on-stage bridge, boat and swing to provide an effectively romantic setting for a love song. On another occasion, by means of Chroma Key, an announcer in an NBC-TV studio in Burbank, Calif., interviewed a man in another studio in New York, while home viewers saw both people against the same street scene background (filmed). The device also has been used for commercials, such as those for L & M cigarettes, where an ordinary package shows up as twice the size of the announcer extolling its contents.

To date, Chroma Key has been utilized only on programs colorcast on NBC-TV. It is understood that in the near future the process will be made available to other tv networks and stations on a licensing arrangement.

Minor Leaguer Indicts CBS

CBS is trying "to steal our market," President Frank Shaughnessy of the International League charged Wednesday in criticizing the network for its plan to expand tv coverage with a Sunday baseball game of the week. He said the International can't sell radio or tv for its games because of the major telecasts, contending the money for telecasts of major games in minor cities



THE *Chroma Key process: Camera 1 shoots singer Peggy King, posed in front of a blue background (top left); Camera 2 picks up a shot of a Paris background, in this case a card 20" x 30" (top right). After the two shots have been run through the Chroma Key unit, Miss King appears in a composite picture (below).*

KFWB

LOS ANGELES

announces the appointment of

JOHN BLAIR & COMPANY

as exclusive national representative

effective January 1, 1958

should go to the minor league clubs. He said the structure of the minors would be in jeopardy if Sunday major league games are telecast.

$3 Million New Sales, Renewals For Daytime Reported by NBC-TV

Four advertisers have invested $3 million in gross billings to sponsor NBC-TV daytime programs, it was announced last week by William R. Goodheart Jr., vice president in charge of television network sales.

Highlighting the new and renewal business were 52-week purchases on four programs by the Corn Products Refining Co. through C. L. Miller Co., New York. The company has placed a new order for sponsorship of the first quarter-hour segment on alternate Fridays of *The Price Is Right* (Mon.-Fri., 11-11:30 a.m.). Its renewal orders include 15 segments of *It Could Be You* on alternate Wednesdays and Fridays, a quarter-hour portion of *NBC Matinee Theatre* on alternate Wednesdays and 15-minute portions of *"Queen For A Day"* on alternate Wednesdays and alternate Fridays. The Friday orders are effective Jan. 10 and Wednesday orders on Jan. 15.

Other advertisers placing new orders were Van Camp Sea Food Co. (Chicken of the Sea tuna), through Erwin, Wasey, Ruthrauff & Ryan, Los Angeles, for 15-minute portions of *It Could Be You* and *Queen For a Day* on alternate Wednesdays, starting Jan. 8; H. W. Gossard Co. (foundation garments) through Edward H. Weiss & Co., Chicago, for 15-minute segment of *Tic Tac Dough* on alternate Fridays, starting Feb. 14, and the Mentholatum Co. for quarter-hour portion of *Treasure Hunt* on Tuesdays, starting Jan. 20, through J. Walter Thompson Co., Chicago.

NCAA Unit Would Keep Tv Rules

Recommendations for continued football tv controls will be presented to the 52nd annual convention of the National Collegiate Athletic Assn. in Philadelphia Jan. 6-8, it was announced last week. The proposals will be included with a report by its current television committee on the 1957 program, which combined national and regional network telecasts. The convention will be held at the Bellevue Stratford Hotel, with affiliated NCAA organizations meeting Jan. 3-9.

Blackout Stays, Says NFL's Bell

Bert Bell, commissioner of the National Football League, refused Thursday to withdraw a 75-mile Detroit television blackout of the championship game between the Detroit Lions and Cleveland Browns Dec. 29. The game was a sellout. Gov. G. Mennen Williams of Michigan and Sen. Charles E. Potter (R-Mich.) had protested the blackout. Mr. Bell said the blackout policy would not be relaxed, despite the sellout, because of a league policy.

NETWORK SHORTS

WSKI Montpelier, Vt., announces its reaffiliation with American Broadcasting Network and **WPAW Pawtucket, R. I.,** reports it has become affiliated with ABN.

MBS APPLIES FOR FIRST STATION

- **Asks for fm in San Francisco, makes known plans for others**
- **Aim: 'upgrading' of am broadcasts, revenues from multiplexing**

Mutual Broadcasting System last week, for the first time under its new ownership, took the initial step toward setting up an owned-and-operated station organization —in fm.

MR. ROBERTS

The network filed with FCC for an fm permit in San Francisco and almost simultaneously made known its intent to go the full limit on fm station ownership in a double-pronged effort to (a) "upgrade" the quality of its am network signals and (b) bolster revenues by establishing multiplex operations wherever feasible.

MBS President Paul Roberts—head of a group which purchased the network Aug. 7 for approximately $550,000 from RKO Teleradio Pictures Inc. [NETWORKS, Aug. 5, July 29]—told newsmen Friday morning that the San Francisco operations would be "the first of the maximum number of fm stations Mutual will own." Of the six yet to be established, Mr. Roberts noted, some will be purchased from present owners, others will be set up as brand new stations.

Mutual did not detail when—or where—it will set up the remaining six stations, nor did it indicate that purchase plans for other outlets had been fully drawn up.

Mr. Roberts, former station manager of KRKD-FM Los Angeles and president of Audio Sales Inc., not only sees a bright future for fm but is convinced that fm transmission can best serve the interests of Mutual's current 17-hour-a-day program schedule (to be upped to 19 hours daily, effective this week) by improving transmission and consequently, the reception of many stations now linked by Class C telephone lines. What is more, the fm o&o operation also would allow Mutual to look into multiplex programming and thus afford it marginal income from food store chains, banks, theatres, restaurants and other users of "background music."

MBS engineers explained last week that many of the small market MBS stations (of a total affiliate lineup of 460) depend on Class C spur lines connecting them to the MBS basics (which, in turn, are hooked up by Class A lines). One MBS official, pointing out that the maximum capacity of Class C lines is 3,500 cycles (as against Class A's 5,000 cycles), described the reception of these small market stations as "slightly better than that provided by regular telephone lines."

While MBS will rely on off-air fm pickups to feed Mutual programming to Class C-line affiliates within the range of its fm stations, it will continue to use Class C spurs to reach affiliates outside of fm range.

MBS Director of General Engineering Abe Jacobowitz noted that his "range" encompassed a coverage area of about 60 miles. He did not say how many stations MBS expected to service in the area of a given fm o&o station. The fm stations, it was noted, also may make it possible to affiliate some am outlets which have applied but have been prevented by the lack of even Class C lines. Officials said the fm installations would "in all probability" cost more than MBS would save through curtailment of Class C-line charges.

Mutual spokesmen, pointing to the network's emphasis on newscasts, also said that "maintaining better technical transmission facilities inevitably would lead to more enthusiastic audience reception" of the network's mainstay: news. Mr. Roberts said this past summer that he regards MBS' revitalized news setup as "radio's nearest approach to the press association-type" of programming.

But Mutual may have more in mind than merely increasing its newscast listenership. MBS engineers take stock of the sales boom in fm receiving equipment—attributable to the "hi-fi" craze—and while deploring the lack of "top-notch" fm transmission equipment, see in the growing number of "good music stations" a chance that Mr. Roberts might also be considering—albeit distantly—the possibility of starting America's first intercontinental good music radio network. (Heretofore, such "good music networks" generally have been run on a regional basis.)

By announcing its intent to go into o&o station operation, Mutual is departing from an earlier policy as stated by Mr. Roberts last summer: that by purchasing only the network, not the RKO-owned outlets, the *new* Mutual would be truly a program service in that it would have nothing else to fall back on should it fail to meet the needs of its affiliated stations. Mutual executives, however, believe that the network's decision to go into station ownership does not refute Mr. Roberts' thesis, for MBS does not intend to—at least for the present—purchase am stations. Its interest in fm is one of "bettering interconnection and program transmission," officials reiterated in the announcement last week.

NO. 1 FOR MBS

The new San Francisco fm station which MBS has applied for will operate on 95.7 mc with 11.07 w and will cost $16,861 to construct. Expected revenue for the first year of operation is $70,000. The station's studio will be located at 1000 Van Ness Ave. MBS will own the station directly [see FOR THE RECORD, p. 75].

No Grass Grows Here!

The 1958 IRE Convention and Show will be the source of new ideas for more than 50,000 radio engineers. Be sure you are there.

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Type BK-1A Pressure Microphone—High-fidelity "Commentator" pressure microphone, non-directional in character. An ideal announce mike for speakers. It assures clear, crisp speech and is well suited for remote pickup.

Type BK-5A Uniaxial Microphone with Desk Stand—Standard of the television industry, highly directional, with high front to back ratio. Unidirectional characteristic simplifies microphone and camera placement. (See boom-type below.)

Type 77-DX Polydirectional Microphone—Excellent for both voice and music. The standard of the broadcast industry. Variety of directional characteristics, with high sensitivity over entire frequency range, assures high quality reproduction.

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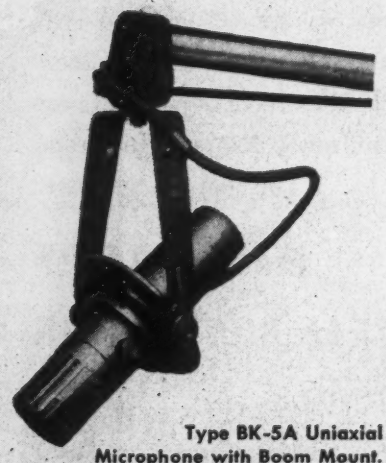

Type BK-5A Uniaxial Microphone with Boom Mount. Specially engineered for the television industry to reduce camera noise and interference. Newly designed boom mount combines superior mechanical isolation with rugged durability. Also available with wind screen for outdoor use.

Immediately Available from RCA!

Whatever your special microphone requirements, RCA can meet them exactly.

Look at the variety of models now offered. You can get pressure-type microphones—such as the BK-1A, SK-45, or BK-6B—and velocity-types—the BK-5A, 77-DX or SK-46. There are microphones for radio or TV station use; for intercom, paging, or PA use. Also mikes for announce, music, or both; for desk, boom, personal use—unidirectional, bidirectional, polydirectional.

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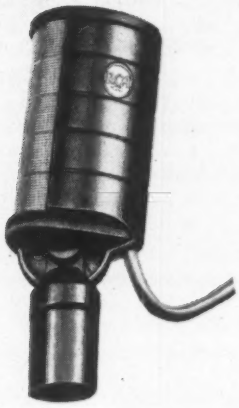

Type SK-45 Pressure Microphone—Rugged, announce microphone of the dynamic type, suitable for talk-back or cue-in purposes. Economical, light in weight, small in size. Designed for high or low impedance use.

Type BK-6B Miniature Microphone—Small but tough, this new personal microphone is easily concealed in hand or clothing. Only half the size and weight of previous models. Offers excellent speech balance when talking "off mike." Wide range frequency response.

Type SK-46 Velocity Microphone—Good low-cost studio velocity microphone for speech or music. Provides bidirectional characteristic over wide frequency range. Designed for high or low impedance use.

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For the finest microphones that money can buy, or for quality, low-cost, utility microphones . . . when you come to RCA, you know the microphone will be right—whatever the type. It has to reflect the standards for which the RCA symbol has long been famous.

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STATIONS FAVORING ASCAP PACT OFFER

- **Negotiators draw support**
- **250-Plus outlets in voting**

With more than two-thirds of returns already in, television stations late last week were voting almost unanimously to renew ASCAP tv music performance licenses for four years on the same terms as those that expire tomorrow night (Tuesday).

The All-Industry TV Music License Committee, which had been negotiating with ASCAP for several months, wired its 250-odd subscriber stations last Monday that ASCAP was willing to renew at the existing rates [LEAD STORY, Dec. 23]. The telegram asked the stations to indicate acceptance or rejection "immediately" and pointed out that the committee "unanimously recommends acceptance." It also cautioned that a court fight probably would be necessary if acceptances fell short of a substantial majority. By midday Friday 183 responses had been received. Of these, 180 favored renewal, 1 opposed renewal and 2 were inconclusive.

The returns encouraged officials to feel that acceptances would meet ASCAP's "substantial majority" standards no matter how the term might be defined. The tv negotiators originally had understood ASCAP to mean that at least 85% of the stations, along with all three networks, would have to accept renewal or there would be no deal on the present terms. Subsequently, ASCAP authorities indicated they meant the precentage of acceptances would have to be satisfactory to ASCAP but gave no hint of what this number might be.

The whole "substantial majority" condition was interpreted as a move by ASCAP to avoid any possibility of being "trapped" into a situation where a large number of stations would accept renewal but perhaps a small number of major stations would refuse, making it necessary for ASCAP to negotiate further with them or even go to court to get the terms set. The court procedure is available under a 1950 amendment to the consent decree ASCAP signed in 1950.

The ASCAP board of directors convened last Tuesday, the day after the committee's telegram went out to stations, but at that time the replies were too few to indicate a trend. The board will meet again today and may act on the renewal question at that time.

Only the approximately 250 stations that are underwriting the negotiating committee's work were polled by the committee. Other tv stations may sign with ASCAP on the same terms, as they did when the current contracts were finally arrived at in 1954. Otherwise they are free to negotiate with ASCAP or ask the courts to set reasonable fees.

Technically, however, tv stations that play ASCAP music after midnight tomorrow night without an ASCAP license will be infringing on ASCAP's rights. But they could avoid this by formally demanding license from ASCAP. They then would have 60 days to negotiate new agreements. If the 60 days produces no agreement they could take the issue into court, which would set what it considers reasonable terms after hearing both sides.

Under the current blanket licenses with ASCAP, each tv station pays 2.05% of time sales involving ASCAP music, plus a sustaining fee equal to the station's highest quarter-hour card rate per month. Networks pay 2.5% of time sales plus a sustaining fee of 110% of the highest half-hour rate per month.

The telegram sent by the negotiating committee last Monday was signed by Irving R. Rosenhaus of WATV (TV) Newark, N. J., committee chairman. It said:

"ASCAP willing renew contracts with networks and local stations for four years on existing terms. ASCAP will renew only if networks and substantial majority of stations accept. Networks agreeable. Court fight probably necessary unless substantial majority of stations accept. Please wire Judge Simon H. Rifkind [counsel to committee], 575 Madison Ave., New York City, immediately whether you accept or reject. Please help tabulation by wiring, 'station . . . . agrees or disagrees'. Committee unanimously recommends acceptance."

The fact that the negotiating committee's recommendation was unanimous represented a gain for those favoring renewal. The last known vote, late the week before, stood 12 to 2 with one other member's vote not disclosed.

Members of the committee, in addition to Chairman Rosenhaus, are Charles Britt, WLOS-TV Asheville, N. C.; Roger W. Clipp, WFIL-TV Philadelphia; Sam Cook Digges, WCBS-TV New York; Omar Elder, ABC-TV; F. E. Fitzsimonds, North Dakota Broadcasting Co.; Elisha Goldfarb, RKO Teleradio; Nathan Lord, WAVE-TV Louisville; Dwight Martin, WAFB-TV Baton Rouge, La.; John McCoy, Storer Broadcasting; Clair McCollough, WGAL-TV Lancaster, Pa.; John T. Murphy, Crosley Broadcasting; Hamilton Shea, WSVA-TV Harrisonburg, Va.; Edward G. Thomas, WKJG-TV Fort Wayne, and Lloyd E. Yoder, WRCV-TV Philadelphia.

PROGRESS IN PITTSBURGH

THE first step in building Pittsburgh's ch. 4 studios (drawing above) is taken by executives of Television City Inc., the merged applicant group which got a cp for the city's third vhf last July. Groundbreakers for WTAE (TV) are (l to r) Irwin Wolf Jr., vice president; Earl Reed, president, and Leonard Kapner, executive vice president, who also is president of WCAE Pittsburgh.

The new studios, expected to be operational next September, are part of a $2.4 million building program and are situated on a 12-acre site at Penn-Lincoln Parkway East and Ardmore Blvd. in Wilkinsburg, Pa., near Pittsburgh. The studio building is planned as one of the country's largest, using 50,000 square feet of floor space for three separate studios.

Pittsburgh and Wilkinsburg officials witnessed the ground-breaking Dec. 18. Staffers on hand were James Greenwood, director of engineering; Alan Trench, sales manager; James Gormly, treasurer and business manager; Lee Eckels, secretary, and David Murray, program manager. John Wilner, vice president in charge of engineering for Hearst Radio and Tv, will be active in supervising construction of WTAE.

KMLA (FM) Offers New Co-op Ad Plan

A new method for selling time has been devised by KMLA (FM) Los Angeles, which is offering to divide all of its Monday-Saturday air time among a maximum of 30 non-competitive advertising accounts, each to receive one-30th of the station's 8 a.m. to midnight daily schedule. Sunday programming, featuring stereophonic broadcasts in conjunction with KCBH (FM) Beverly Hills, is omitted from the subscriber-sponsor plan as are the daily noon-time stereophonic half-hour broadcasts, time signals and a few other special programs.

The plan is being offered on the basis of three 5-minute newscasts, sportscasts or market reports, three 25-minute programs and three 30-minute programs per week for each subscriber-sponsor. Programs will be allocated by KMLA on a predetermined rotation schedule, so that each client each month will get his message into all segments of the broadcast day. Initially, KMLA is requiring three-month non-cancelable contracts from subscriber-sponsors, whose block time purchases are charged at the rate of $300 a month for local accounts, $450 for national accounts, both commissionable.

Initial reaction to the plan has been "extremely gratifying," according to J. B. Kiefer, KMLA president, who said he expects it to be completely sold out by Feb. 1, 1958. KMLA exercised great care in picking and choosing the 30 categories to be included in the plan, he said, ruling out such classes of business as used car dealers and discount houses and putting in categories like swimming pools and carport-patios for which he feels KMLA listeners provide an especially good group of prospects.

One of the plan's first subscriber-sponsors, Albertson Bros. Oldsmobile, Culver City, started Dec. 1 and in less than three weeks had made seven new car sales directly traceable to the KMLA broadcasts, Mr. Kiefer said. Albertson's agency, Jon M. Ross Advertising, Los Angeles, has asked KMLA for time in the plan for three other accounts.

The novelty of the subscriber-sponsor plan, Mr. Kiefer said, made the three month non-cancelable clause necessary at the beginning. By the end of that time both KMLA and the participating advertisers and agencies should know how the plan is working and what changes, if any, are called for. An initial change will probably be an earlier sign-on time than the present 8 a.m. to reach the breakfast and pre-breakfast audience.

In each five-minute program the advertiser gets a 10-second opening credit, a 60-second body commercial and a 20-second closing credit. The 25-minute programs permit him a 10-second opening credit, two 60-second commercials and a 20-second closer. The 30-minute programs give him a 30-second opening credit, two 60-second commercials and a 30-second closer.

Regarding commercial content, KMLA points out that "if established limitations [on commercial copy] are not maintained in the case of every sponsor, then the overall effectiveness and advantages of the

Available!
good buyers

Every day adds to our file of qualified broadcasters looking for opportunities to acquire a station. They have means and a pretty clear idea of what they want.

Mr. S—, a veteran in the industry, can raise at least a $100,000 as a down payment on a TV property in the south.

Mr. H— has $35,000 cash. He's looking for a small city radio station, grossing around $100,000. Solid executive background.

Mr. J— can get $50,000 together. He wants to expand his mid-west AM interests.

Mr. M— is thinking in terms of $350,000 initial payment for a TV location in the east. He's a highly successful owner now.

Negotiating is a two-way street. Our job is to get both parties seated at a conference. We can fill those vacant chairs across the table in a hurry, if you are considering a shift in your holdings.

ALLEN KANDER AND COMPANY

Negotiators for the Purchase and Sale of Radio and Television Stations

WASHINGTON	**1625 Eye Street N.W.**	**NAtional 8-1990**
NEW YORK	**60 East 42nd Street**	**MUrray Hill 7-4242**
CHICAGO	**35 East Wacker Drive**	**RAndolph 6-6760**
DENVER	**1700 Broadway**	**AComa 2-3623**

unique subscriber-sponsor plan can be quickly nullified. Particularly in fm broadcasting, the traditional policy of commercial conservatism serves as a great asset in winning and holding above-average listener."

In addition to their air time on KMLA, subscriber-sponsors will also receive publicity in a schedule which KMLA is going to publish each month for distribution to listeners requesting it. Participants in the plan also will benefit equally from the station's other local advertising and audience promotion, the KMLA announcement states.

As to the plan itself, KMLA says that the idea of group or cooperative plans is not new in other fields, but that "for the first time, KMLA is applying the group principle to broadcasting." The savings in operational overhead resulting from the plan "are being passed on to our subscriber-sponsors and in total go far beyond the usual earned credits of frequency and dollar volume discounts," with "savings of greater than 50%" from the station's base one-time rates for the same time periods.

KABC, KGO Hire New D. J.'s, Expand to 24-Hour Operation

New program schedules, stepped up to 24 hours a day with a basic music-and-news format keyed to the parent American Broadcasting Network, are being put into effect at KABC Los Angeles and KGO San Francisco. The changes, effective today (Monday) at KABC and Jan. 13 at KGO, were announced by John H. Pace, who on Dec. 1 took over as general manager of KABC and managing director of KGO.

At both stations new disc jockeys, hand-picked by Mr. Pace and each reported to have had the highest-rated program in his previous market, form the backbone of the stations' operation, augmented by a vigorous news policy. KABC is adding a radio-equipped helicopter to its news facilities, while KGO is adding four mobile units.

Donn Reed will head "Operation Airwatch" at KABC, reporting live from the helicopter on traffic conditions at all Freeway approaches at peak traffic hours. Another news innovation: a solid block of local and network news from 5 to 7:05 p.m. daily.

KABC's new disc jockeys: John Trotter, former program director of KAKC Tulsa; Bob Cole, formerly with KELP El Paso; Art Nelson, formerly with KLIF Dallas, and Don McKinnon, formerly with KIOA Des Moines. Jack F. Rourke, whose *Party Line* has been on from midnight to 2 a.m., will now be heard until 5:30 a.m.

Local news will be emphasized in the new format of KGO, J. G. (Gil) Paltridge, station manager, said Friday. Like KABC, KGO will have 5-minute newscasts 24 times a day, with as many cut-ins from the mobile newsrooms as events make necessary. News bulletins will be brief and frequent, "a cliff-hanger device," he said. Bob Cooper from KONO San Antonio has been appointed program manager and will handle the 11 a.m.-1 p.m. d. j. stint at KGO. Other new KGO disc jockeys: Bill Anthony from KNUZ Houston, Steve Cannon from WLOL Minneapolis, Bud Webber from Omaha and Jim Lang from KSTP St. Paul.

CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVALS

ANNOUNCED

The following sales of station interests were announced last week. All are subject to FCC approval.

KJR SEATTLE, KNEW SPOKANE, BOTH WASH., AND KXL PORTLAND, ORE. • Sold to Essex Productions Inc. (controlled by Frank Sinatra, singer actor) by Lester M. Smith and Lincoln Dellar for overall figure of $2 million. This is Mr. Sinatra's first venture into station ownership [CLOSED CIRCUIT, Dec. 23]. Mr. Smith will remain as general manager of the radio stations. It is expected that an application will be filed for Portland, Ore., ch. 2, and that Essex will seek other radio and tv properties. The three stations are now licensed to Mt. Rainier Radio & Television Broadcasting Corp. The licenses will be assigned to Essex, it is understood. Mt. Rainier purchased KXL in 1955 from E. B. Craney and associates for $450,000 [GOVERNMENT, Nov. 9, 1955]; KNEW was bought last March for $422,648 from Scripps League Newspapers, Burl C. Hagadone and Harry Kenke Jr. [GOVERNMENT, March 11]. Hamilton, Stubblefield, Twining & Assoc. handled the sale.

KJR was founded in 1923 and operates on 950 kc with 5 kw. KNEW began in 1947 and operates on 790 kc with 5 kw. KXL began in 1926 and broadcasts on 750 kc with 10 kw.

WMAM AND WMBV-TV MARINETTE (GREEN BAY), WIS. • Seventy-five per cent interest in M&M Broadcasting Co. sold to *Superior* (Wis.) *Evening Telegram* (Morgan Murphy) by W. E. Walker, Joseph D. Mackin and others for $211,000 plus the assumption of liabilities totaling $360,000. Associated with the Murphy interests, which will acquire 55% interest, are Walter Bridges, 10% and Normal Postles, 10%.

Murphy interests include WEAU-AM-FM-TV Eau Claire, Wis., KGTV (TV) Des Moines, Iowa; 50% of WISC-AM-FM-TV Madison, Wis., and of KVOL-AM-FM Lafayette, La., and controlling interests in WEBC Duluth, WMFG Hibbing and WHLB Virginia, all Minn. Murphy newspapers are in addition to the *Superior Telegram: Eau Claire Leader* and *Telegram, Manitowoc Herald-Times, Chippewa Falls Herald-Telegram, Two Rivers Reporter,* all Wis., and *Virginia Mesabi News* and weekly *Range Facts,* Minn., and *Lafayette Advertiser.*

Mr. Bridges controls WJMC-AM-FM Rice Lake, Wis., and 10% of WEBC, WMFG and WHLB.

Messrs. Walker and Mackin will retain 5% each in the Marinette stations. New stockholders, Mr. and Mrs. John F. Stang and Mr. and Mrs. Charles Goldberg, will own 15% equally. This is in payment of two stock options acquired when they loaned M&M Bcstg. Co. $200,000 last summer.

WMAN operates on 570 kc with 250 w, daytime and 100 w nighttime. WMBV-TV began operating in 1954, on ch. 11. Both stations are affiliated with NBC.

WLEX LEXINGTON, KY. • Sold to Roy B. White Jr. by Central Kentucky Broadcasting Co., J. D. Gay Jr., president, for $255,000. Mr. White was an advertising and radio consultant in Chicago. WLEX operates on 1300 kc with 1 kw. The transaction was handled by R. C. Crisler & Co.

KBIS BAKERSFIELD, CALIF. • Sold to Eastern Electrosonic Industries Corp. by Marmat Radio for $165,000. Eastern Electrosonic, manufacturer of sonic devices, is owned by Lexmont Corp. (90%), real estate holding firm, and William E. Casey (10%), an officer of both Electrosonic and Lexmont. KBIS operates on 970 kc with 1 kw.

KJIM FORT WORTH, TEX. • Sold to William D. Schueler, Paul E. Taft, James A. Stewart (motion picture star), F. Kirk Johnson and Milton Underwood by J. H. Speck and associates for $139,500 [CLOSED CIRCUIT, Dec. 23]. Mr. Schueler owns KBRZ Freeport, Tex. Mr. Taft is 10% owner of KGUL-TV Galveston-Houston. Messrs. Stewart and Johnson were associated with Mr. Taft in the ownership of KGUL-TV before its 90% sale of the J. H. Whitney & Co. interests. Mr. Underwood was formerly associated in the ownership of KTHT Houston. KJIM is a 250 w daytimer on 870 kc.

WPIK ALEXANDRIA, VA. • Carl L. Lindberg, president and general manager, has purchased 32% of the stock from C. C. Carlin Jr., John Barton Phillips and Elizabeth H. Hoffman for $80,000, thus bringing Mr. Lindberg's ownership up to 98.8%. WPIK operates on 730 kc with 1 kw day.

WSB-AM-TV's Outler Retires

John M. Outler, general manager of WSB-AM-TV Atlanta, plans to retire "from active duties" and will be honored at a luncheon scheduled for today (Monday). A 14-foot boat will be given to him by his fellow executives and senior employes. An 18-horsepower motor for the boat was given him by WSB employes at the stations' annual Christmas party this month.

Mr. Outler began his career with the *Atlanta Journal* in 1916 and joined WSB as business manager in 1931. He became general manager in 1944 and general manager of radio-tv in 1948. He was one of the organizers of the Sales Management Committee of NAB, and was chairman of the executive committee for one year. He also served as chairman of the NARTB Radio Board in 1956-57.

Shafto's 25 Years' Service Cited

G. Richard Shafto, executive vice president of the Broadcasting Co. of the South (WIS-AM-FM-TV Columbia, S. C.), was honored Dec. 18 by that company's board of directors for his quarter-century of service. He was awarded a plaque which described him as "qualified by sound technical knowledge, vigorous administrative ability and a sagacious sensibility to the great promise of public service inherent in broadcasting."

The plaque was presented to Mr. Shafto at the station's annual Christmas party by J. Dudley Saumenig, the company's director

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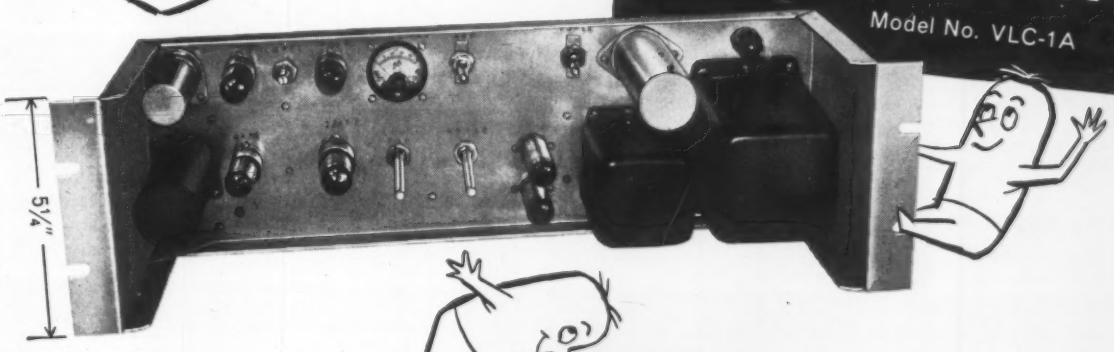
Model No. VLC-1A



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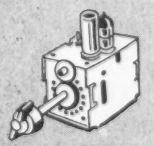
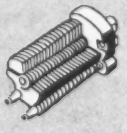


TV TUNERS



AIR TRIMMERS

SILICON and SELENIUM RECTIFIERS

BROADCAST EQUIPMENT

STATIONS

WTTV-Channel 4

WPTA-Channel 21

WTTS-1370 kc.

Owned and operated by Sarkes Tarzian, Inc.

of administrative services, who also was honored for his 25 years of service.

Others who received service awards were WIS-TV Traffic Manager Louise Newton, for 15 years; WIS-AM-TV personality Mackie Quave, for 10 years, and WIS-TV Sales Secretary Barbara Murphy and Chief Engineer Barnett Goldberg, both 5 years.

Morgan Returns to KLIF Dallas; Drake to Texas Triangle Post

W. S. Morgan, general manager of KIXL Dallas, returns to KLIF that city as vice president-general manager and Dale Drake, KLIF vice president-general manager, is

MR. MORGAN

MR. DRAKE

promoted to vice president in charge of national sales for all Texas Triangle stations (KLIF, KFJZ Dallas-Fort Worth, KILT Houston, KTSA San Antonio and KEEL Shreveport, La.), which are licensed by the McLendon Corp.

Mr. Morgan was general manager of KLIF until May 1957 when he joined ABN as vice president in charge of programming. In July, because of "contractual difficulties in New York," Mr. Morgan left ABN and joined KIXL.

Mr. Drake, a 20-year veteran in the national spot sales field, will act as sales liaison between all the stations and John Blair Co., representing Texas Triangle stations.

Other appointments announced in the McLendon Corp. realignment were Buddy McGregor, program director of KEEL, to the newly-created post of director of production; Phil Page, veteran KEEL disc jockey, named program director for that station, and Gene Edwards, WMEX Boston program director, to KILT programming.

In addition, the McLendon Corp. announced that Edd Routt, 11-year McLendon salse veteran, has resigned to accept a position as general manager of KNOE Shreveport, La., which is owned and operated by Gordon McLendon's father-in-law, former Gov. James A. Noe.

WCLW Signs on in Mansfield

WCLW Mansfield, Ohio, was scheduled to begin operating today on 1570 kc with 250 w, daytime, according to Frederick Eckardt, owner and general manager. Commercial manager is Don Holzapfel, formerly with WONW Defiance and WATG Ashland, both Ohio. Other staffers are Carl Day, Don Parker and Bill Shimer. WCLW is broadcasting primarily a music-news-sports schedule, Mr. Eckardt reports.

DATELINES

Newsworthy News Coverage by Radio and Tv

MOUNT VERNON, ILL.—Although it was knocked off the air by the Dec. 19 tornado, WMIX Mount Vernon, Ill., and its staff continued to provide emergency service by feeding reports to stations in five states and cooperating with a mobile unit of WCNT Centralia, Ill., which rushed to the stricken city. WMIX Manager Raymond J. Cheney, News Director John Scott, with Farm Supervisor Curt Bradley, Jim Washburne, Bob Whittaker and Claude Schoch worked in the studios and throughout the area, gathering and providing information, manning civil defense telephones and feeding reports to 25 radio and 7 television stations, to MBS and NBC, the AP and UP. WMIX facilities served as radio-tv-press headquarters during the disaster.

WCNT Centralia, Ill., is credited by Mr. Cheney with providing extraordinary emergency service. He said, "WCNT provided the only local Mount Vernon tornado information by sending its mobile unit into the stricken city and by working in close cooperation with the WMIX staff. WCNT stayed on the air long after its normal hours providing storm coverage."

Also in tornado territory, WINI Murphysboro and WHCO Sparta, both Illinois, broadcast emergency bulletins and called for ambulances and medical help. WSIL-TV Harrisburg, Ill., about 45 miles from the main tornado belt, supplemented spot coverage with film, which also was flown to NBC Chicago.

GREENLAND TO BERMUDA—Staffers of WBAL-AM-TV Baltimore are following a group of U. of Maryland singers as they entertain U. S. Armed Forces installations in the Azores, Bermuda, Iceland and Labrador. Newsmen Al Danneger and Jim Byrd left Dec. 19, marking the second foreign assignment for WBAL in two weeks. Two other staffers returned the next day from Germany, where they reported on the transfer of the 2d Armored Cavalry Regiment from Fort Meade, Md.

PARIS—CBC sent its Paris correspondent, Douglas LaChance, and its London correspondent, Donald Gordon, to cover the NATO conference at Paris, Dec. 16-18. Daily radio reports were used from the two staff correspondents and a half-hour radio network program of main speeches was carried Dec. 16. Film coverage also was seen on *This Week* Dec. 22.

NEW YORK; ELKTON—Two of the biggest stories early in December last were reported directly from the scene on WBAL-AM-TV Baltimore, WBAL reports. Newsmen Bill Anderson and Jim Butcher went to New York for sound and film reports on the city transportation strike.

Later, when a fuel plant explosion rocked Elkton, Md., WBAL covered the break by telephoning William Burkley, state legislator, who was on the spot. Meanwhile a reporter-film team was dispatched for direct reports throughout the night of Dec. 13.

WOR-TV Reaches Agreement To Carry 79 Phillies Games

WOR-TV New York reported last week it has reached an agreement with the Philadelphia Phillies baseball team to telecast 79 home and away games of the club next season.

A contract already has been drawn up between the outlet and the Phillies, a station spokesman said, but actual signing is being held in abeyance until a schedule is drawn up. He pointed out the schedule must be arranged so it will not conflict with home games of the New York Yankees, carried on WPIX (TV) New York, but added that no difficulty is anticipated.

The station, the spokesman said, is negotiating with two sponsors and expects to make an announcement after the schedule is completed. Technical crews of WFIL-TV Philadelphia will handle the pickup of the games there and feed the telecasts to WOR-TV. The station telecast the games of the Brooklyn Dodgers from 1950 through 1957. At the conclusion of the 1957 season, the Dodgers announced the club's move to Los Angeles for 1958.

Sonderling Names WDIA Execs

Plans for operation of WDIA Memphis, station programmed exclusively for Negro listeners, and certain executive appointments were announced last week by Egmont Sonderling, new president of WDIA Inc. Mr. Sonderling and associates recently acquired the property from Bluff City Broadcasting Co.

Mr. Sonderling reported WDIA's present programming format and staff will be retained. Bert Ferguson, formerly co-owner of WDIA, has been appointed executive vice president and general manager of the station under a long-term contract. Harold Walker, commercial manager, was promoted to vice president in charge of sales.

WSUN-TV Offers Assistance To WEDU-TV, Educational Outlet

In a move to help get educational WEDU-TV Tampa, Fla., on the air, ch. 38 WSUN-TV St. Petersburg, Fla., offered to provide free air time from 9 a.m.-12 noon seven days a week as part of a six-point proposal of assistance. Also offered to the ch. 3 educational station by WSUN-TV:

(1) Complete facilities, technical and studio personnel of WSUN-TV to maintain the educational programming; (2) a workshop orientation course to provide studio and on-air training for WEDU-TV personnel; (3) all WSUN-TV program and production materials; (4) cooperation in promotion and publicity of WEDU-TV programming, and (5) availability of all WSUN-TV departmental personnel to the educational tv staff for consultation.

Fred P. Shawn, general manager of WSUN-TV, which is owned by the City of St. Petersburg, told the educators WSUN-TV would absorb all operating costs in-

volved in the educational programming. West Coast Educational Tv Inc., permittee of WEDU-TV, deferred action on the WSUN-TV offer pending developments on a move to secure a tower site.

WJTN Editorial Gets Action

An editorial on the problem of meeting the deficit of the Jamestown (N. Y.) General Hospital, broadcast by WJTN that city, led to a meeting of mayors of nearby communities and action on the problem. Simon Goldman, WJTN president, suggested the plan of action, leaving it to the mayors and other interests to work out the solution. Communities may work out a formula by which they contribute to the hospital on the basis of patients served. Local newspapers gave prominent display to the WJTN-inspired movement.

STATION SHORTS

Booth Radio & Tv Stations Inc. (WJLB Detroit; WTOD Toledo, Ohio; WBBC Flint, Mich.; WJVA South Bend, Ind.; WSGW Saginaw, Mich.; WIBM Jackson, Mich., and WIOU Kokomo, Ind.) announces change of name to Booth Broadcasting Co.

WABC-TV New York reports record sales for fourth quarter of 1957, with business said to be 27% over that of comparable period in 1956. **WABC** reports November billings reached a record high for station, exceeding 1956 figure by 18%.

KDAY Santa Monica, Calif., names George Burtt Adv., Hollywood.

KVOO-AM-TV Tulsa, Okla., has dedicated its new Broadcast Center.

WTVT (TV) Tampa-St. Petersburg, Fla., announces that its news bureau has gone on around-the-clock status. Station also has added two-and-one-half hours of early-morning news programming, bringing total of locally compiled news aired to six hours each week.

KTVU (TV) Oakland, Calif., has appointed Reinhardt Advertising Inc. that city to handle its advertising and promotion.

WJW Cleveland, Ohio, has announced that it has cancelled its affiliation with American Broadcasting Network.

REPRESENTATIVE APPOINTMENTS

KOSI Denver and **KOBY San Francisco** appoint Edward Petry & Co., effective Jan. 1.

KXOA Sacramento, Calif., appoints McGavren-Quinn Co.

WJBF-TV Atlanta appoints George P. Hollingbery Co.

WFEC Miami appoints Dore-Pancoast Inc. as its New York, Chicago and west coast representative.

WDCR Hanover, N. H., Dartmouth College station set to begin commercial operation on 1340 kc with 250 w Feb. 1, has appointed Foster & Creed, Boston, as exclusive sales representative.

you always hit the target when your **AIMS** *right!*

AIMS (Association of Independent Metropolitan Stations) offers a made to order list of stations ready to deliver maximum audience in 21 different cities.

AIMS the most active group in the Broadcasting Industry through periodic meetings and fact loaded monthly newsletters from all members, can supply you with most of the answers to your broadcast advertising problems. When you buy . . . BUY AIMS the perfect station list for every campaign.

You can expect the leading independent to be the best buy on the market . . .

CITY	STATION	REPRESENTATIVE
Baton Rouge, La.	WIBR	The Walker Co.
Buffalo, N. Y.	WBNY	Jack Masla and Co., Inc. West Coast—Lee F. O'Connell Co.
Dallas, Tex.	KIXL	H-R Representatives, Inc. Southwest—Clarke Brown Co.
Des Moines, Iowa	KSO	John E. Pearson Co.
Evanston, Ill.	WNMP	
Evansville, Ind.	WIKY	John E. Pearson Co.
Houston 1, Tex.	KNUZ	Forjoe & Co., Inc. Southern—Clarke & Brown Co.
Indianapolis 22, Ind.	WXLW	John E. Pearson Co.
Jackson, Miss.	WJXN	Grant Webb & Co.
Little Rock, Ark.	KVLC	Richard O'Connell Inc. Midwest—Radio-TV Representatives, Inc. Southern & Denver—Clarke Brown Co. West Coast—Tracy Moore & Associates, Inc.
Louisville 2, Ky.	WKYW	Burn-Smith Co., Inc. Regional—Kentucky Radio Sales
Omaha, Neb.	KOWH	Adam Young, Inc.
San Antonio, Tex.	KITE	Avery-Knodel, Inc.
Seattle, Wash.	KOL	The Bolling Co., Inc.
Spokane, Wash.	KLYK	Grant Webb & Co.
Stockton, Calif.	KSTN	George P. Hollingbery Co.
Syracuse, N. Y.	WOLF	The Walker C .
Tulsa, Okla.	KFMJ	Jack Masla & Co., Inc.
West Springfield, Mass.	WTXL	The Walker Co.
Wichita, Kan.	KWBB	George P. Hollingbery Co. Southern—Clarke Brown Co.
Worcester, Mass.	WNEB	The Bolling Co., Inc.

CONGRESS READY FOR RADIO-TV FORAY

Priority assured to: Pay tv, Moulder probe, Barrow report, BMI-ASCAP feud

Pay tv, the Moulder investigations, the Barrow report and the BMI-ASCAP feud top a heavy slate of broadcast matters facing legislators when the second session of Congress convenes at noon Jan. 7.

As in the three most recent sessions, television again will be placed in the public fishbowl. Already announced, although dates have not been set, are hearings on pay tv, the Smathers bill to divorce broadcasters from music publishing and recording, and the FCC.

And, as in past years, network executives and the Commission are sure to be making frequent trips to Capitol Hill. This is evidenced by upcoming Moulder hearings and congressional interest in the FCC's Network Study Staff (Barrow) Report released early in October [LEAD STORY, Oct. 7]. Two committees—the Senate Commerce and House Antitrust—have called on the Commission for a report on what is being done concerning recommendations made by the Barrow study within 90 days after its release. This deadline comes up early next week.

While major reports were issued, many pages of testimony were taken and networks and the FCC made repeated trips to the hill, the first session of the current Congress did not pass a single measure in the radio-tv field. And there are many conflicting views as to what concrete actions, if any, Congress will take in 1958 on the many broadcasting bills introduced during the first session of Congress that remain germane this time around.

With all congressmen and one-third of the senators facing the 1958 congressional elections, Sen. Thomas Hennings' (D-Mo.) clean elections bill will be due for serious consideration. This bill—which gives broadcasters relief from libel, tightens requirements for equal time and increases the legal amount of money candidates may spend in elections—has been favorably reported to the Senate by the Rules Committee [GOVERNMENT, July 8].

Since 1957 was an off-election year, no major changes in committee assignments or chairmanships are expected. By committees, here is the industry outlook in Congress for 1958:

House Legislative Oversight Subcommittee: Headed by Rep. Morgan Moulder (D-Mo.), this group's investigation of the FCC is likely to vie with pay tv hearings for the top headlines of 1958. The subcommittee, an arm of the House Interstate & Foreign Commerce Committee, was formed last spring to determine if the federal regulatory agencies are administering the laws as Congress intended. The committee's staff, headed by Dr. Bernard Schwartz of New York U., has been busy since early summer preparing for the hearings.

The committee recently made news of a sort when it asked FCC commissioners and former commissioners for a rundown of all gifts received, including the most inconsequential. Similar inquiries were sent to trade associations and the networks seeking an accounting of favors to the Commission and its staff, including tabs for business trips.

The committee already has held one hearing—on the rights of Congress to demand access to agency files [GOVERNMENT, Oct. 21]. No decision has been made as to which of the six agencies—FCC, FTC, Federal Power Commission, Interstate Commerce Commission, Securities & Exchange Commission and Civil Aeronautics Board—will be called to accounting first in open hearings.

Rep. Moulder plans an executive meeting of his committee Jan. 8 at which a decision on the course to be followed should be made. He indicated 10 days ago that the first hearing might be one covering gifts as well as "pressures" brought to bear against commissioners of all six agencies [GOVERNMENT, Dec. 23].

One thing is certain: the industry and the FCC are preparing themselves for Mr. Moulder's probe and are expecting the worst amid cries that the committee actually is conducting a "political witchhunt."

House Interstate & Foreign Commerce Committee: Soon after the FCC announced it would accept applications for pay tv [LEAD STORY, Sept. 23], Chairman Oren Harris (D-Ark.) announced that the Commerce Committee would hold hearings on the question shortly after the first of the year [AT DEADLINE, Sept. 23]. Rep. Harris has been out of the country a good deal of the time since then and a starting date has not been announced.

RADIO, *television and the FCC will play a big role in the work of several congressional committees during 1958, as typified by the behind-the-scenes activity above. At work on the Hill are Moulder committee investigators Stephen Angland (l) and Joseph (Pat) O'Hara, both of whom have been busy the past few months poring through FCC files in preparation for hearings on the agency.*

Both sides of the toll tv question are girding themselves for an all-out battle once the hearings start. Congressional mail, predominantly against pay tv, has been very heavy the past few months. Several public sentiment polls also have been taken, with the results showing that the people do not want to be charged to see television in their homes.

However, proponents of subscription tv, such as Zenith and Skiatron, claim that this is not a true indication of public sentiment because all poll questions have been loaded against pay tv. Leading the fight against pay tv are the networks, NARTB and many individual congressmen, including Rep. Harris.

Pending before the committee is a bill (HR 586) by Rep. Emanuel Celler (D-N. Y.) which would prohibit pay tv. Others have announced plans to introduce similar bills when Congress reconvenes.

In announcing that it would accept pay tv applications, the FCC gave Congress time to act when March 1 was set as the earliest date for considering the applications.

Rep. William Bray (R-Ind.) will be pressing the committee for early action on his bill (HJ Res 381) calling for a three-man commission to investigate the utilization of frequencies allocated to the federal government. Rep. Bray has written other members of Congress seeking support for his bill and an identical one on the Senate side introduced by Sen. Charles Potter (R-Mich.).

The House Commerce Committee can be expected to hold hearings during this election year on bills (HR 4627 & 4835)—submitted to every Congress through pressure from dry forces—to prohibit the advertising of alcoholic beverages in interstate commerce. Such bills have never been reported out of committee for floor action.

Other major broadcast bills pending before the committee include HR 3514 by Rep. Gardner R. Withrow (R-Wis.) to increase license periods of radio-tv stations from three to five years, which has the support of the FCC; HR 4816 by Rep. Joseph P. O'Hara (R-Minn.) to repeal the protest provision of the Communications Act, and HR 9538 by Rep. Charles A. Vanik (D-Ohio) to charge fees for services rendered by the FCC. The Budget Bureau has directed the Commission and other agencies to submit such a proposal outlining what the charges should be.

The committee faces the new session with a new chief clerk, W. E. Williamson, who replaced Elton J. Layton [GOVERNMENT,

MOULDER, Rep. Morgan (D-Mo.): As chairman of House Legislative Oversight Subcommittee, his name will become part of industry vocabulary in 1958 through investigation of FCC; already has been target of "political witchhunt" charges; may produce top headlines of 1958.

MAGNUSON, Sen. Warren (D-Wash.): Has outlined busy broadcasting slate for Commerce Committee, which he heads; it includes action and/or hearings on Smathers BMI bill, pay tv, Bowles report on allocations and Bricker network bill; advocates public test of pay tv.

CELLER, Rep. Emanuel (D-N. Y.): Always prominent in Hill broadcast activities as chairman of the House Judiciary Committee and Antitrust Subcommittee; plans active role in House pay tv hearings; wants fast FCC action on Barrow recommendations; hopes to stop plans to telecast Sunday baseball into minor league cities, with hearings probable; has close watch on Justice activities in broadcasting and ASCAP-BMI squabble and has warned FCC his committee will stand for no "nonsense."

HARRIS, Rep. Oren (D-Ark): Will oversee hearings on pay tv from chair of House Commerce Committee; bitterly opposed to FCC stand that it has authority to authorize tests.

TWELVE MEN BUSY WITH BROADCASTING

JACKSON, Sen. Henry (D-Wash.): Author of two bills making it a crime to (1) leak information from federal regulatory agencies and (2) attempt to influence decisions of these agencies; member of Government Operations.

LANGER, Sen. William (R-N. D.): Took personal pay tv survey this fall of Bartlesville, Okla., residents; will introduce bill outlawing wired as well as over-the-air toll tv.

SMATHERS, Sen. George (D-Fla.): Author of bill to divorce networks and stations from ownership in BMI and recording companies; bill probably will get hearings by Commerce Committee, of which he is a member.

MORSE, Sen. Wayne (D-Ore.): In report on daytime broadcasting last September, "ordered" FCC to take action on DBA petition for extended hours and will watch FCC rule making on matter; member Small Business Committee.

BRAY, Rep. William (R-Ind.): Has been active this fall seeking support for his bill, identical to Sen. Potter's, to establish a commission for frequency study; he seeks a hearing by House Commerce Committee.

POTTER, Sen. Charles (R-Mich.): Active in fight against pay tv; will try for action on his bill establishing a three-man commission to study military use of spectrum; member of Commerce Committee.

THURMOND, Sen. Strom (D-S. C.): Another Senate leader in the fight against pay tv; author of a bill prohibiting same; member of Commerce Committee.

BRICKER, Sen. John (R-Ohio): One of leading network foes in Congress; author of bill calling for their regulation by FCC; member of Commerce Committee and Communications Subcommittee.

Oct. 14]. Mr. Layton, a Republican, held the post for 36 years.

Senate Interstate & Foreign Commerce Committee: Further inquiries into television will play a major role in the 1958 activities of the Commerce Committee, Chairman Warren Magnuson (D-Wash.) announced last week [GOVERNMENT, Dec. 23]. The committee already had made this fact known, however, in several actions last summer.

The long-awaited Cox report was released late in June [LEAD STORY, July 1]. Authored by special counsel Kenneth Cox, the report saw "monopoly" in the networks' must-buy and option time practices; hit concentration of power accruing to networks through their owned stations; urged the Justice Dept. to investigate alleged abuse of power by networks, and urged the FCC to make public all network affiliation contracts. It was issued as a staff report and drew heavy criticism from some of the committee members.

With the release of the Cox report, Sen. Magnuson asked the FCC for comments "not later than 90 days" after completion of the Barrow report. The Dept. of Justice also was asked for comments "at an early date." Justice has submitted one reply, stating that it was intensifying its antitrust activity in broadcasting, and was asked for further comments before the first of January. This second Justice report had not been made by last Thursday.

The FCC has met two full days for briefings on the Barrow report and plans two more days of meetings, Jan. 6 and 7. The Commission is expected to send an interim report, pending completion of a full study, to Sen. Magnuson sometime this week.

Another matter promised early consideration by Sen. Magnuson is a bill (S 2834) by Sen. George A. Smathers (D-Fla.), a committee member, which would force networks to dispose of their interests in Broadcast Music Inc. and in recording companies. At the time the bill was introduced, Sen. Magnuson indicated that hearings would be held early in the second session of the 85th Congress.

The chairman said the dispute between BMI and the American Society of Composers, Authors & Publishers (ASCAP) has needed study by the Commerce Committee, which had hesitated to do so because of (1) the pending ASCAP court suit against BMI and (2) lack of a pending bill.

The committee, as well as the House Antitrust Subcommittee, has been flooded with Songwriters Protective Assn. and ASCAP "monopoly" charges against BMI and the networks. Preparing for committee work along this line, Nicholas Zapple, communications staff counsel of the committee, has made several trips to New York visiting ASCAP, BMI and the networks. Among those asking a congressional investigation have been radio-tv and movie personalities Bing Crosby and Frank Sinatra.

Sen. Magnuson also stated last week that pay tv will receive "serious attention" by the Commerce Committee during 1958. Committee member Strom Thurmond (D-S. C.) has a pending bill (S 2268) which would prohibit pay tv and has the support of several other members. Sen. William Langer (R-N. D.), after taking a poll of residents of Bartlesville, Okla., announced that he also would introduce an anti-pay tv measure in January. Sen. Langer's bill would include wired tv, such as the Bartlesville project, in addition to on-the-air telecasts.

In light of the announced pay tv hearings on the House side, it is not known just what action the Senate committee will take. Sen. Magnuson, however, personally believes pay tv should be given a trial to determine whether it will be approved by the public.

A report on the proposed reallocation of the television frequencies, prepared by an *ad hoc* committee headed by Dr. Edward L. Bowles of Massachusetts Institute of Technology, is expected to be released early next year. Some members of the Commerce Committee have expressed dissatisfaction with preliminary drafts of the report, which has been circulated for several months.

The committee also can be expected to hold hearings this year on the bill (S 582) to prohibit advertising of alcoholic beverages.

Other major broadcast bills pending before the committee: S J Res 106 by Sen. Charles Potter (R-Mich.) and identical to Rep. Bray's spectrum study bill; S 376 by Sen. John Bricker (R-Ohio), ranking minority member of the committee, to place the networks under direct regulation of the FCC; S 1369 by Sen. Magnuson and S 1437 by Sen. Albert Gore (D-Tenn.) to establish stricter requirements for a political candidate to be eligible for equal time; S 1577 by Sen. Potter to repeal protest provision of Communications Act; S 1759 by Sen. Magnuson to increase license periods of broadcast stations to five years, and S 2119 by Sen. Magnuson to appropriate up to $1 million to each state for educational tv.

Antitrust Subcommittee of the House Judiciary Committee: Rep. Celler's subcommittee is awaiting action from the Justice Dept. and the FCC on recommendations made in the Barrow report and the now famous Celler report [LEAD STORY, June 10]. The latter report followed generally the same lines taken by the Senate's Cox report, but it also included lengthy testimony regarding the ASCAP-BMI squabble.

If Justice and FCC fail to satisfy the committee that they are proceeding to carry out recommendations of the report, there is a strong possibility Rep. Celler may reopen hearings. "I'm going to tolerate no nonsense, no procrastination—that's a warning to the FCC [in carrying out recommendations of the report]," Rep. Celler stated last summer. He also is particularly interested in Justice activities in antitrust cases, network must-buy and option time practices, and recommendations made in the Barrow report.

The committee held lengthy hearings last spring and summer on professional sports, with television playing a leading role, and there is a strong possibility that these hearings, too, may be reopened next month. Officials of the minor leagues have called on Rep. Celler and Rep. Kenneth Keating (R-N. Y.), ranking minority member of the committee, to stop the major leagues' plans to telecast Sunday games into minor league territory next summer.

Earlier this month, the two congressmen announced plans to investigate in January [GOVERNMENT, Dec. 16] and there is a strong possibility that public hearings may be held. Reps. Celler and Keating also cautioned CBS-TV not to sign contracts for the Sunday telecasts that would hinder this investigation.

Rep. Celler also is the author of a bill (HR 8277) which would prohibit all frequency discounts to advertisers by placing "independent contractors (including the networks and radio-tv stations)" under provisions of the Clayton Act. At the time of its introduction [LEAD STORY, June 24], Rep. Celler promised action on the bill, although to date no hearings have been scheduled.

The House Commerce Committee's hearings on pay-tv will draw more than passing interest of Rep. Celler, who is expected to participate actively in support of his anti-toll bill. He has labeled pay tv "gas meter television."

Senate Judiciary Committee: Pending before this group, headed by Sen. James O. Eastland (D-Miss.), are two bills introduced by Sen. Henry Jackson (D-Wash.) with an important bearing on the FCC. One (S 2461), would make unauthorized disclosure of federal agencies' decisions a crime. The second (S 2462) would make attempts to influence "adjudication" by independent agencies a crime. Rep. Moulder has indicated that some legislation may be needed along this line [GOVERNMENT, Dec. 23].

Sen. Jackson introduced his bills following hearings on the subject by the Investigations Subcommittee he heads of the Senate Government Operations Committee.

Daytime Radio Subcommittee of the Senate Small Business Committee: Headed by Sen. Wayne Morse (D-Ore.), this committee issued in September a report [GOVERNMENT, Sept. 16] severely criticizing the FCC for its failure to act on a petition by Daytime Broadcasters Assn. for longer and more uniform hours. The report was compiled after two days of hearings last spring and ordered the Commission to inform the committee by Jan. 7 "what, if any, progress has been made."

Just 10 days ago, the Commission issued a notice of proposed rulemaking on the DBA petition [GOVERNMENT, Dec. 23]. This is expected to serve as an answer to the committee until such time as the comments can be thoroughly studied.

House Rules Committee: Several bills which would remove House Speaker Sam Rayburn's (D-Tex.) ban against radio and still, movie and television camera coverage of House proceedings are pending before this committee. Chairman Howard W. Smith (D-Va.) has given no indication of possible hearings on the bills.

Rep. Francis E. Walter (D-Pa.), chairman

of the House Un-American Activities Committee, ran afoul of the Rayburn ban last summer when he permitted live television coverage of hearings in San Francisco [GOVERNMENT, July 1].

Excise Tax Subcommittee of House Ways & Means Committee: This subcommittee, headed by Rep. Aime Forand (D-R. I.), met two weeks ago in executive session to decide what recommendation it would make on the removal of the 10% excise tax on uhf tv receivers. The committee has four such bills pending.

No announcement of the committee's planned recommendation has been made, and conflicting reports have circulated as to whether the group has decided on any definite stand. The parent committee's new chairman, Rep. Wilbur D. Mills (D-Ark.), in the past has been an outspoken foe of any tax cuts. Under the House seniority rules, Rep. Mills is slated to become chairman following the death of Rep. Jere Cooper (D-Tenn.) [GOVERNMENT, Dec. 23].

Legal & Monetary Affairs Subcommittee of the House Government Operations Committee: A subcommittee, headed by Rep. John A. Blatnik (D-Minn.), held hearings last summer on cigarette and weight reducing ads and plans more hearings during 1958. Tranquilizers are slated as the next target, with hearings also planned on the advertising by cold remedies, vitamins and other products.

The committee currently is awaiting a staff report on last summer's hearings.

FCC Would Deny WLOF Protest

The FCC has issued staff instructions denying a protest by WLOF-AM-TV Orlando, Fla., of the Commission's action last February granting WESH-TV Daytona Beach, Fla., permission to move its transmitter to a point of almost equal distance between Orlando and Daytona Beach [GOVERNMENT, Feb. 11].

Also originally protesting the WESH-TV grant were WDBO-AM-FM-TV and WKIS-AM-FM, both Orlando. The FCC ordered a hearing on the move but refused to stay the grant [GOVERNMENT, April 15]. The Commission's instructions do not constitute a final decision but is an announcement of proposed disposition, the FCC stated.

FCC Sets Hearing on Ch. 8 Move

Acting on a protest filed by ch. 22 WWLP (TV) Springfield, Mass., the FCC last Thursday postponed the effective date and set for hearing the authorization for ch. 8 WNHC-TV New Haven, Conn., to move its transmitter site. WWLP claimed the ultimate consequence of the shift would be the economic destruction of WWLP and ch. 40 WHVN-TV Springfield. The grant, made without hearing Oct. 30, shifts the WNHC-TV transmitter from its present location nine miles north of New Haven and 26½ miles southwest of Hartford to a point 20 miles from New Haven and 14½ miles from Hartford.

WSES (TV) FIRST TO SEEK PAY TV

- **Philadelphia uhf files toll application with FCC**
- **Proposed fees: $30 annually plus $1 per program**

A uhf permittee in Philadelphia won the honor of being the first applicant to the FCC for permission to charge for telecasts.

Ch. 29 WSES (TV) Philadelphia—which has held a construction permit since March 28, 1956—last Thursday asked the Commission for authority to operate a toll tv outlet.

It proposes to use the Skiatron system of punch card decoding and plans to offer a series of sports events to an expected 300,000 subscribers. Subscribers will be charged a yearly fee of $30 for each home receiver connection, plus $1 per program (or $100 and $5 for "commercial" establishments). There also will be a "nominal" installation charge.

WSES said it plans to buy encoding and decoding equipment from manufacturers and retain title in its own name. The station plans to maintain and service this apparatus itself, the application said.

The permission sought is the result of the FCC's announcement last October that it was prepared to accept applications for a three-year trial period of subscription tv from stations only [GOVERNMENT, Oct. 21]. The FCC also said then that it would not grant any pay tv authority until March 1, 1958.

This has been taken to mean that Congress may, if it desires, take some legislative action to guide the Commission. Pending are several bills prohibiting the charging of fees for television broadcasts (see page 54).

Experimental pay tv is confined to those cities which have at least four Grade A tv signals. Philadelphia meets this requirement, WSES noted.

The Commission's notice also said that no system of toll tv would be permitted if it interfered with other radio services or causes degradation of the tv signal. There is none such, according to WSES.

The Commission also qualified to three the number of cities in which the various pay tv systems could be used.

WSES is licensed to Philadelphia Broadcasting Co. It is owned by William L. Jones, 57%; Isadore B. Sley, 29%, and Murray Borkon, 14%. Its address is Western Savings Fund Bldg., Philadelphia. Mr. Jones is in the coal business. Mr. Sley is a parking lot and garage owner, and Mr. Borkon is associated in the community tv system building and operating business. At one time, Theodore R. Hanff, a stockholder in a highway toll bridge company, was president.

In its application for the ch. 29 pay tv facility, WSES proposed to spend $445,000 for construction and $520,000 on first year operating costs.

In its toll tv application, WSES said that the transmitter coding equipment is contained in three portable cases, each 8x24x17-in. Two of the cases weigh 25 lbs. each, the third, containing the power supply, weighs 65 lbs. The total number of tubes in the transmitting gear is 93, the application stated.

The system to be used was described as follows:

"In the Skiatron system, the coding of the video portion of the broadcast is achieved by continually and randomly shifting the phase relationship between video signals and the horizontal synchronizing pulses on a field-to-field basis. Inversion of polarity causing whites in the picture to appear black and vice versa is also employed to provide a higher degree of scrambling. Privacy of the audio portion of the broadcast is achieved by displacement of the sound to higher audio frequencies which remain unintelligible until restored to normal range by the decoder."

Since most if not all receivers in Philadelphia are vhf (Philadelphia has three vhf stations operating, ch. 3 WRCV-TV, ch. 6 WFIL-TV and ch. 10 WCAU-TV, plus ch. 12 WVUE (TV) Wilmington, Del.), WSES proposes to use an all-channel converter to convert receivers to the uhf band as part of the decoder.

The key to decoding is an IBM punch card, containing printed circuits which will activate the decoder and provide a record of the programs viewed. The decoder circuit has 8 tubes. The package for handling coding, phase shift, audio unscrambling and associated circuits is an 8x11x3½-in. plastic card.

The subscriber uses the card in the decoder, then turns the selector to the desired program and presses a button on the decoder. This punches the card (for billing purposes) and activates the decoder. The cards will be mailed periodically to subscribers and will have printed on them a list of the special events other than the sports series, like movies, opera, concerts, symphonies, legitimate theatre presentations, etc.

Subscribers will be billed quarterly for the annual fee. They will have to mail in their punch cards, so WSES can bill for the programs seen.

The sports series—which is similar to the program outlined by the ch. 29 grantee in its filings on the pay tv docket—will include the Philadelphia Warriors, professional basketball team; Philadelphia Phillies, National League baseball team; U. of Pennsylvania, Villanova U., Temple U., St. Joseph's College and LaSalle College, all of which play at the U. of Pennsylvania's Palestra Stadium, and the Philadelphia Eagles, National Football League team.

WSES said it already has a contract agreement with the Warriors and that it was engaged in negotiations with the other sports groups. In addition, the applicant said, it will offer, free of charge, other special sporting events like boxing, intercollegiate sports (track, golf, polo, swimming), etc.

The uhf permittee emphasized that "without exception" there would be no commer-

cials during the pay tv telecasts. The station also stressed that it retained the right to substitute any other kind of programming at its discretion.

The application contained a number of contracts, or drafts of contracts, between WSES and the sporting clubs—but deleted from this information were the monetary payments promised by the station to the clubs. Nor was any mention made of any financial arrangement between the station and Skiatron.

Although the WSES application was the first such filed with the FCC, RKO Teleradio Pictures Inc. announced some weeks ago that it intended to apply for pay tv permission. Also expected is an application for toll tv authority by WCAN-TV Milwaukee, reportedly to be filed shortly after the New Year.

KISD Questions 'New Sound' At KIHO; FCC Sets Hearing

Is the "new sound" emanating from KIHO Sioux Falls, S. D., the result of operation of the station's transmitter in violation of FCC rules or only a "sparkling, bright and lively sound" through better management? This is one of the questions to be decided during a Commission hearing on the sale of 49% of KIHO by James A. Saunders to William F. Johns Jr.

The Commission stayed its approval of the sale, originally granted Oct. 30, and set it for hearing following a protest by KISD Sioux Falls. KISD claimed, among other things, that music broadcast over KIHO now has a new and distinctive sound, creating a "juke box" effect by an emphasis of bass notes and suppression of the treble range. This "juke box" effect is attained by a "deliberate attenuation of all frequencies in the range from approximately 150 cycles to 5,000 cycles," according to KISD.

KIHO replied that if it has a new sound, it is only a "sparkling, bright and lively sound which the management has attempted to develop through improvement in announcing techniques and continuity and the substitution of new records for wornout records."

WBRC-TV, WBIQ (TV) Plan Tower

WBRC-TV ch. 6 and WBIQ (TV) ch. 10, both Birmingham, Ala., have asked FCC permission to construct a new tower which they would use jointly, according to an announcement made last week by Robert T. Schlinkert, general manager of WBRC-TV, and Raymond Hurlbert, general manager of the Alabama Educational Television Commission, which operates educational WBIQ. The new tower would be located on Red Mountain, with an overall height of 789 feet above ground.

WBRC-TV would construct the tower and make it available to WBIQ (TV) without cost.

Panel Disapproves Tall Tower

The Air Space Panel of the Air Coordinating Committee has refused to ask FCC approval for a 1,578-foot-above-ground tower 30 miles south of New Orleans for Oklahoma Television Corp., one of three applicants for ch. 12 in New Orleans. Air Space did recommend FCC approval for a 308-foot-above-ground tower for Oklahoma Television, but advised the applicant to utilize the antenna farm in the vicinity of WDSU-TV New Orleans.

The other two applicants for ch. 12 in New Orleans are Coastal Television Co. and Crescent City Telecasters Inc.

THE ANNUAL WINK

Midnight on New Year's Eve, as broadcast on radio-tv, should be a time of uninterrupted celebration, the FCC feels. Thus the Commission again has announced its waiver of station identification rules (Secs. 3.117, 3.287 and 3.652) "insofar as such rules require station identification on the hour, during the period beginning 11:50 p.m., Dec. 31, 1957, and ending 4:50 a.m., Jan. 1, 1958." It is expected that stations will endeavor to identify themselves as soon after the hour as possible.

WDON Asks FCC to Reclassify 1540 Kc as Class II Wavelength

The FCC was asked last week to change the classification of 1540 kc as a clear channel frequency to make it a Class II wavelength. KXEL Waterloo, Iowa, is at present the Class I-B station on 1540 kc, which is given Class I-A status for ZNS Nassau, Bahamas.

WDON Wheaton, Md. (in the Washington, D. C., area), filed the request not only to change the classification of 1540 kc, but also to sever it from the current clear channel and daytime skywave cases. WDON operates on 1540 kc daytime with 250 w. For three years WDON has had on file with the FCC a request to permit it to boost its power to 1 kw.

The gist of WDON's argument is that under the 1946 NARBA, 1540 kc was assigned to the Bahamas as a Class I-A wavelength, with use in the United States limited for protection of the dominant Bahamas station. The pending Third NARBA permits a Class I-B assignment on 1540 kc in Waterloo, Iowa—but this treaty has never been ratified by the U. S. Senate. WDON also pointed out that three commissioners dissented to the 1956 revision of the rules by the FCC to permit this I-B assignment.

FCC Denies Dominican Request

An attempt by the Dominican Republic to force CBS to offer "free time or some form of redress" in the wake of the network's broadcast, "The Galindez-Murphy Case," has met defeat. The FCC has ruled that it is "unable to conclude at this time that CBS has failed to discharge its responsibilities" and has refused to take further action. "The Galindez-Murphy Case," broadcast last May, was concerned with the much-publicized disappearance of Dr. Jesus de Galindez, teacher at Columbia U. and outspoken critic of the Dominican dictator, Generalissimo Rafael L. Trujillo [NETWORKS, May 27, *et seq.*].

Early Data Indicates Success Of California Conelrad Alert

Preliminary findings following the Conelrad test of Dec. 9 in Southern California indicate that in most areas the broadcasts on 640 kc came through quite well and that if there is a trouble spot it's at the 1240 kc end, according to Henry S. Eaton, Region 1 coordinator of the California Disaster Office.

More than 400 "Con-check" monitoring teams in 158 local civil defense jurisdictions in the southern part of the state made tape recordings and filled out reports for study and evaluation by the FCC as well as by CDO and the Federal Civil Defense Administration. While not all the reports were in last week and Mr. Eaton stressed that no accurate evaluation of the test can be made until they have all been received and studied, he expressed confidence that this was "perhaps the most thorough check of Conelrad ever undertaken."

When completed, the results of the test will, for the first time, present tangible evidence of exactly what happens during a Conelrad alert, when those radio stations participating in Conelrad leave their assigned frequencies to join station clusters on 640 kc or 1240 kc and all other am stations, plus all fm and tv stations, go off the air for the duration of the alert period. The purpose of Conelrad is to prevent enemy planes from using a broadcast station as a navigational guide. This is accomplished by grouping six or seven stations serving the same community into a cluster operating on the same frequency, with the signal switching rapidly from one transmitter after another so as to make it impossible to use any of them as a guide.

This evidence, Mr. Eaton said, will show both the strong and the weak points in the present Conelrad setup and so show the way toward strengthening the system. One weak point in the test held Dec. 9 at 1-1:30 a.m. was that KFOX Long Beach, Calif., missed the alert and stayed on the air during the period through an error attributed by the KFOX management to an equipment failure.

Antenna Comments Extended

The deadline for filing comments on rule making to establish "antenna farms" was extended by the FCC last week from Dec. 30 to Jan. 31. The proposal provides for the grouping of antennas in the same area and the use of towers to support more than one antenna. The extension was granted at the request of Storer Broadcasting Co.

Elliot Against Uhf Tax Break

An am broadcaster last week attacked proposals to remove the 10% excise tax on uhf tv receivers in that they "might be discriminatory" because they favor only one portion of the broadcast industry.

In a letter to Rep. Aime Forand (D-R. I.), chairman of the House Excise Tax Subcommittee, Tim Elliot, president of WCUE

BIASED PAY TV REPORTS?

The recently activated American Citizens Television Committee charged last week that national circulation magazines have consistently published pro-pay tv articles—and "appear unwilling to present the other side of the argument." The ACT committee also called on tv broadcasters to lend their facilities in presenting both sides.

The committee, formed only last month "to represent the public" in the pay tv donneybrook [PROGRAM SERVICES, Dec. 2], claimed that because they have heard only one side of the story, the people have been exposed to "a form of brainwashing which has prevented their becoming aware of the fundamental issues involved, namely, that the radio-tv spectrum is a natural resource in grave danger of being given away for private use."

Among the magazines mentioned by Warren Adler, spokesman for the group, as having published only one side of the pay-tv controversy were *Cosmopolitan, Pageant, Saturday Evening Post, Colliers, Saturday Review* and *Harper's.*

Akron, Ohio, said uhf stations "are no more deserving of special tax considerations than are the vhf stations, the fm stations or the am stations." Mr. Elliot said uhf tv eventually will outgrow its economic problems without the need of special tax relief.

Bricker to Seek Re-election

Sen. John W. Bricker (R-Ohio), ranking minority member of the Senate Commerce Committee and chairman during the Republican-controlled 83rd Congress, last week announced that he will seek re-election in 1958. A member of the Senate since 1946, he will be seeking his third term.

He is a former governor of Ohio and in 1944 ran for vice president of the U. S. on the first Republican ticket featuring Thomas E. Dewey for President. Sen Bricker also is a member of Banking & Currency Committee and the Joint Atomic Energy Committee.

Former Rep. Stephen M. Young has announced he will seek the Democratic nomination for the Senate seat.

FTC Posts to MacIver, Murphy

The Federal Trade Commission, in a move to handle increasing case work in monopoly and deceptive advertising, has named Robert R. MacIver as assistant director for antimonopoly of the bureau of litigation and Daniel J. Murphy as assistant director for antideceptive practices. Joseph E. Sheehy is bureau director.

Mr. MacIver has been assigned to the monopoly field since he joined the Washington agency in 1941. Mr. Murphy, with the FTC since 1936, has specialized in deceptive practices since 1946.

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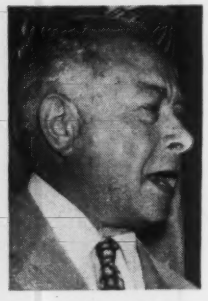
RCA SALES $1.1 BILLION, UP 5%

- **But, Gen. Sarnoff says, profits 'slightly below' 1956**
- **Board chairman cites RCA, NBC strides forward in 1957**

RCA's business volume in 1957 passed the billion dollar mark for the third straight year, gaining 5% over 1956 and reaching an estimated total of $1,180,000,000, Brig. Gen. David Sarnoff, board chairman, reported last week.



GEN. SARNOFF

In a year-end statement, he said profits in the first nine months were up somewhat this year but that "the softening of general economic conditions in the fourth quarter and the highly competitive situation in the radio-tv industry now indicate that profits for the full year will be slightly below 1956."

Net profits in 1956 came to $80,074,000 before federal income tax and $40,031,000 after, on a gross of $1,127,774,000 [MANUFACTURING, March 4, 1957]. The expected drop in 1957 profits (of which no estimate was made) will compare with a 15.7% decline in 1956.

Gen. Sarnoff looked for an increase in total volume of business in the electronics industry in 1958.

He said RCA dividends to stockholders in 1957 totaled $23,917,000 (preferred $3,153,000, common $20,764,000), equaling $1.50 per common share on the approximately 14 million common shares outstanding.

RCA investment in capital improvements during 1957, he said, came to $35 million. The company employs 80,000 people, 7,000 of them overseas.

Gen. Sarnoff said NBC, a service of RCA, "moved forward on all fronts during 1957, capturing a larger share of the viewing and listening audience and increasing its business volume over 1956." Among other NBC developments he cited plans for the use of magnetic tape television in both color and black-and-white; production of live programs expressly for educational stations; new programming for the 1957-58 season including more than 100 "specials," and a 67% increase in color programming.

He said "significant improvement" in both transmission and reception had brought color quality "to a point where the color picture received in the home now exceeds the expectation of even color's strongest advocates." Color set sales "have not as yet attained the desired volume," he said, but "there is encouraging evidence throughout the country that a mass-market status for color tv is close at hand."

Gen. Sarnoff said that among RCA's major accomplishments in 1957 were these:

"1. The first fully automatic system to launch and guide missiles to their targets was turned over to the Armed Forces and tested successfully.

"2. The first commercial method of recording and transmitting color television programs by means of magnetic tape was demonstrated publicly, and orders for this new system have been accepted for delivery in 1958.

"3. An experimental electronic highway system was devised by scientists of RCA Labs in cooperation with the State of Nebraska to increase driving safety. This may lead eventually to full automatic control of highway traffic.

"4. A new method was devised to transmit facsimile by 'bouncing' high-frequency radio signals from ionized air particles created by the passage of meteors through the upper atmosphere. An experimental system was used to transmit still images nearly 1,000 miles without relays.

"5. A new ultramagnifier which quadruples the enlarging power of RCA's electron microscope was developed and will be put into commercial production in 1958. It increases direct magnification from 50,000 to 200,000 times and photo-enlargement capabilities from 300,000 to more than 1 million times."

In electronic research he called attention to a number of "outstanding advances" by RCA scientists. Among them: the "Thyristor high-speed switching transistor for electronic computers and automatic controls; new compounds that "promise to push back the 'heat barrier' that now limits performance of transistors and diodes at high temperatures"; a high-speed printing system now under development for recording the output of electronic data-processing systems, capable of translating coded information into letters and figures and printing at speeds of about 100,000 words per minute; a thin-screen amplifier for brightening x-ray images by 100 times for direct viewing in certain medical uses, and the "Model C Stellarator" which RCA and Allis-Chalmers are building for use by Princeton U., on behalf of the Atomic Energy Commission, in exploring ways to harness the H-bomb's fusion process for peaceful purposes.

NO PLACE TO FIFTH PLACE

Looking to the future, Gen. Sarnoff noted that in the last 25 years the electronics industry has grown from "virtually no place to fifth place" among American industries and predicted its total volume 10 years from now will be double its $12 billion total in 1957. He named these as "four broad fields in which the industry will expand most rapidly:

"1. Color television—The practical experience we have gained in our pioneering efforts with color television to date has confirmed our belief that the future growth of television as a profitable business depends on color. As we see it, this applies not only to the manufacturing and sales end . . . but also to the programming and sponsored advertising of tv broadcasting.

"2. Automatic systems—Versatile electronic systems, applied in the fields of data processing and computing, communication, and automatic control, are becoming increasingly important in defense as we advance into the age of missiles and space exploration. They are also essential to the operation of our complex industrial processes.

"3. Electronic components — Electron tubes, electronically-active materials, solid-state components, and transistors will be in growing demand as electronic applications expand. These components are the basic building blocks of home entertainment and appliances, broadcasting and communications, and navigation and guidance systems.

"4. Nuclear research and atomic power—Electronics supplies instruments and equipment essential to nuclear research and development, as well as the instrumentation and controls needed in applying atomic power to industrial and private use."

Gen. Sarnoff said that "with earth satellites and missiles now realities, electronics and the technology of space propulsion form the keystone of our defense structure. The electronics industry therefore faces a vastly expanded role and a new and dramatic challenge. The American electronics industry is equipped and ready to meet this challenge." He continued:

"We believe that today, America leads the world in electronic research and engineering—in new materials, components and systems. America also holds the No. 1 position in the production of electronic goods for industry—computers, controls, communications and automated devices.

"The task before us now is to *retain* our leadership in electronics and certain other fields of technology, and to *regain* leadership in those fields where the advantage may have been temporarily lost.

"As in other critical periods in recent history, the RCA—a leader in the electronics industry—is prepared with both scientific talent and production facilities to contribute substantially to our national security."

Reviewing 1957 activities, Gen. Sarnoff said RCA "continued to lead in black-and-white television sales" and that "RCA Victor's leadership" in the hi-fi field was "strengthened." RCA Victor, he continued, "again . . . won the largest share of national record sales and increased its business markedly over 1956," while "all of RCA's tape recording for home use went stereophonic." Radio set sales "advanced substantially," he reported.

In electronics for industry and science, Gen. Sarnoff noted that "a new RCA industrial electronic products organization was set up to bring new ideas and services into the most rapidly expanding and potentially significant area of electronics"; that the first major installation of RCA's electronic data-processing system was demonstrated by the Army in Detroit, and that other RCA systems were bought by two life insurance companies; that "significant strides" were made in closed-circuit tv systems, with the "most extensive compatible color installation for medical use" being demonstrated by the Army and a similar system being purchased by the U. of Michigan Medical School; that installation of the first state-

sponsored educational closed-circuit television system was started by RCA in Conley Hills Elementary School in Georgia; that the nation's largest television system for handling complex railroad freight operations automatically was installed for Southern Railway in Atlanta.

More than 220 million words were handled by RCA Communications' 86 overseas radio circuits serving 66 countries, Gen. Sarnoff continued. He also called attention to the work of the RCA Communications Center at Riverhead, Long Island, in being "the first in the U. S. to pick up the signal of Russia's first satellite" and in monitoring the earth-circling sphere on a 24-hour basis.

RCA International sales continue to grow, he continued, noting that among other developments the "first color tv station outside the U. S. went on the air in Havana, Cuba, with RCA equipment."

Government business accounted for 23% of RCA's total volume in 1957 and the company's current backlog of government orders is about $250 million, Gen. Sarnoff asserted.

He cited especially RCA's development of the Talos defense unit, which he called "the first completely automatic system for firing and guiding anti-aircraft missiles to their targets." First firing of the Talos was carried out successfully early this month. Gen. Sarnoff described the unit as "perhaps the closest approach yet to true 'push-button' warfare."

He also reported that "a force of more than 2,700 RCA specialists and technicians at the Air Force Missile Test Center at Cape Canaveral, Fla., plan, engineer, install, maintain and operate the electronic and optical equipment for tracking many different types of missiles and recording their performance in flight."

Among other RCA contributions in the defense area he cited "the Free World's most accurate instrumentation radar"; the "Telemite" hand-held tv camera; a closed-circuit color tv system installed for the Strategic Air Command in Omaha, and a new long-range airborne radio system sucessfuly tested in the round-the-world flight by B-52 Stratofortresses last January.

Color Tv Purchases Gaining In Chicago, RCA Firm Finds

Color television is closing the gap between itself and black-and-white in Chicago—in terms of average dollar volume.

To put it another way, Chicago consumers are spending $1 in tint tv for every $1.30 they shell out for monochrome receivers. The gap has been narrowed considerably from last July—from 22 to 1 to the present 1.3 to 1 ratio.

These are the findings of RCA Victor Distributing Corp., Chicago, based on figures compiled for the last six months of 1957. They reflect, according to the firm, a growing realization by the public that they will have to spend more for color, tangible consumer exposure to aggressive RCA promotion-advertising and more NBC color programming specials.

RCA Victor Distributing Corp. reports it has been back-ordered since the end of October for its color units, including the basic $495 (list price) models. It reports more than 20,000 color units now in the hands of the Chicago public, compared with 9,000-10,000 around Jan. 1, 1957.

The dollar-for-dollar proportions, considered encouraging, reflect the fact that small-priced monochrome portables help reduce the black-and-white margin over color. No comparison is feasible in terms of actual sales units, it's pointed out, because color obviously is more expensive and its line doesn't include color tv portables.

Figures don't include actual color set sales of RCA or other manufacturers and the Chicago Electric Assn. makes no compilations for tinted tv as such. (The association reports 2,688,397 tv receivers sold in Chicago as of Nov. 30, 1957, with 24,267 sales in November compared to 30,811 that month last lear. A total of 301,051 sets were sold in the past 12 months.)

Dollar-for-dollar color figures for the last six months of 1957, according to RCA, are these: (July) $22 B & W for every $1 color; (August) $12 for $1; (September) $3.42 for $1; (October) $3.30 for $1; (November) $2.30 for $1, and (December) $1.30 for every $1.

Set Parts Replacement Hits $900 Million, Says Baker

The rise in radio circulation to 135 million sets-in-use and tv circulation to 47 million, have inspired a replacement parts business of $900 million, according to Dr. W. R. G. Baker, president of Electronic Industries Assn.

Observing that 14.7 million radios and 6.5 million tv sets were sold by set manufacturers in 1957, Dr. Baker said this phase of the manufacturing industry now comprises only 21% of total electronics production because of the big increase in military procurement.

The age of satellites, spaceships and guided missiles will require constantly expanding electronics production, he said. Electronics devices provide the only means of communication with and control of these invaders of outer space, he reminded, predicting 1958 industry output will run well ahead of the $7 billion 1957 figure.

Dr. Baker predicted closed-circuit tv, heretofore confined largely to industrial uses, will give educational television new life. He reminded that the national educational tv experiment at Hagerstown, Md., co-sponsored by EIA and Fund for the Advancement of Education (Ford Fund) has proved the effectiveness of the medium as a teaching tool in elementary and high schools as well as at colleges and universities.

GEL Making New Multiplex Gear

A new line of fm multiplex transmitters is coming off the production line of General Electronic Labs., Cambridge, Mass., with the first installation at WBCN-FM Boston, a new station which has affiliated with the Concert Network group.

GEL's system consists of a multiplex exciter with one or two subcarrier generators and power supplies mounted as a unit. The company has been active in military as well as commercial multiplex installations, according to Victor W. Storey, president. He said the new GEL line is marked by improved redesign and engineering, permitting minimum initial interruption and providing dependable service. Model FMC-1, with one subchannel generator, is priced at $5,500; FMC-2, with two subchannels, at $7,800.

Visual Telephone Imminent, GE's Morlock Tells Newsmen

The day of the televised telephone call is just around the corner, according to a top electronics expert of the General Electric Co., although its practical application to broadcasting was not detailed.

William G. Morlock, general manager of the company's technical products department, told a news media dinner Dec. 19 in Syracuse that GE's system for transmitting pictures over conventional telephone lines by slow-scan television "has been successfully demonstrated to the military."

Because of security restrictions, Mr. Morlock did not elaborate on the installation. He described slow-scan tv as a principle for reproducing televised pictures "at the rate of about one image every five to ten seconds instead of the customary 30 frames per second in commercial television."

Mr. Morlock said the military installation "will be the first practical step toward . . . seeing the person you are phoning."

Other outstanding GE developments of 1957 described by Mr. Morlock were "the first transistorized color tv camera, smaller than any now available"; a "directionalized helical tv transmitting antenna used for the nation's first simulcast on both the vhf and uhf frequencies"; the "first 'miniaturized' 50-kw am radio broadcast transmitter incorporating semiconductor devices and which is almost half the size of earlier transmitters"; a tropospheric scatter communications system now being built by the department for the U. S. Air Force to link Arctic bases at distances of 600 to 700 miles, and a closed-circuit color tv system now being used at the army's ballistic missile center at Cape Canaveral, Fla., for closeup viewing of missile launching and for tracking high-speed missiles up to altitudes of 100,000 feet.

Inventor McCandless Dies at 91

Henry Wallace McCandless, who helped in the development of the radio vacuum tube, died last week in New Jersey at 91.

Mr. McCandless, who completed the first vacuum tube in 1907, aided radio pioneer Dr. Lee de Forest in building the first three-element radio tube. Mr. McCandless had been associated with the Westinghouse Electric Corp. in various capacities, from 1914 to his retirement in 1935.

William H. Myers Dies in Fire

William H. Myers, chief engineer at Farnsworth Television and Radio Corp. in Fort Wayne from 1941 to 1949, died Christmas Day in a fire which ravaged his home near Syracuse, Ind. Mr. Myers had also worked as manager at the Crosley Div., Avco Corp., in Cincinnati from 1949 to 1953. Recently, he had been a manufacturer's representative for Rollins Corp., Chicago.

THE 10 TOP FILMS IN 10 MAJOR MARKETS

AS RATED BY ARB IN NOVEMBER

FROM the monthly audience surveys of American Research Bureau, BROADCASTING each month lists the 10 top-rated syndicated film programs in 10 major markets, selected to represent all parts of the country with various degrees of competition. Despite all precautions, occasional errors will occur in these tables, due to use of the same program name for both a syndicated and a network series and the practice of some stations of substituting local titles (such as [advertiser] Theatre) for real program names.

NEW YORK *seven-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Highway Patrol*	(Ziv)	Mon. 7:00	WRCA-TV	19.1
2.	*The Honeymooners*	(CBS Film)	Tues. 7:00	WRCA-TV	18.1
3.	*Death Valley Days*	(Pacific-Borax)	Wed. 7:00	WRCA-TV	16.1
4.	*If You Had A Million*	(MCA-TV)	Sat. 7:00	WCBS-TV	14.8
5.	*Silent Service*	(NBC Film)	Fri. 7:00	WRCA-TV	12.3
6.	*Code 3*	(ABC Film)	Wed. 10:30	WRCA-TV	11.3
7.	*26 Men*	(ABC Film)	Tues. 10:30	WABC-TV	9.5
8.	*Harbor Command*	(Ziv)	Fri. 10:30	WABC-TV	9.0
9.	*Looney Tunes*	(Guild-AAP)	Mon.-Sat. 6:30	WABD	8.9
10.	*Boots & Saddles*	(NBC Film)	Thurs. 7:00	WRCA-TV	8.7

CHICAGO *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Silent Service*	(NBC Film)	Tues. 9:30	WNBQ	24.3
2.	*Brave Eagle*	(CBS Film)	Tues. 6:00	WGN-TV	17.0
3.	*State Trooper*	(MCA-TV)	Wed. 9:30	WNBQ	16.3
4.	*Highway Patrol*	(Ziv)	Fri. 8:00	WGN-TV	14.8
5.	*Annie Oakley*	(CBS Film)	Fri. 6:00	WGN-TV	14.6
6.	*Bugs Bunny*	(AAP)	M-F 6:30	WGN-TV	13.8
7.	*City Detective*	(MCA-TV)	Fri. 9:30	WGN-TV	13.7
8.	*Sheriff of Cochise*	(NTA)	Wed. 10:00	WNBQ	13.3
9.	*Men of Annapolis*	(Ziv)	Mon. 9:30	WGN-TV	12.0
10.	*The Honeymooners*	(CBS Film)	Thurs. 9:30	WGN-TV	11.7

MINNEAPOLIS-ST. PAUL *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Death Valley Days*	(Pacific-Borax)	Sat. 6:00	WCCO-TV	21.3
2.	*Dr. Christian*	(Ziv)	Sat. 9:30	WCCO-TV	21.0
3.	*Popeye Clubhouse*	(AAP)	M-F 5:30	WCCO-TV	20.6
4.	*State Trooper*	(MCA-TV)	Tues. 9:30	KSTP-TV	18.7
5.	*Annie Oakley*	(CBS Film)	Sat. 5:30	KSTP-TV	16.7
6.	*Bugs Bunny Time*	(AAP)	M-F 4:30	WCCO-TV	16.6
7.	*Code 3*	(ABC Film)	Mon. 9:30	WTCN-TV	16.4
8.	*Wild Bill Hickok*	(Screen Gems)	Sat. 11:00 a.m.	WCCO-TV	15.6
9.	*O. Henry Playhouse*	(Gross-Krasne)	Sun. 9:30	KSTP-TV	14.9
10.	*Silent Service*	(NBC Film)	Thurs. 9:30	WTCN-TV	14.3

CLEVELAND *three-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Silent Service*	(NBC Film)	Sat. 10:30	WTW-TV	26.5
2.	*Highway Patrol*	(Ziv)	Tues. 7:00	WJW-TV	22.9
2.	*Science Fict. Theatre*	(Ziv)	Tues. 6:00	KYW-TV	22.9
3.	*Frontier Doctor*	(H-TV)	Mon. 7:00	KYW-TV	22.6
4.	*Range Rider*	(CBS Film)	Sun. 7:00	WEWS	21.8
5.	*Man Behind the Badge*	(MCA-TV)	Wed. 6:30	KYW-TV	21.5
6.	*Cisco Kid*	(Ziv)	Wed. 6:00	KYW-TV	21.2
7.	*Popeye Clubhouse*	(AAP)	M-F 5:30	KYW-TV	21.0
8.	*Jungle Jim*	(Screen Gems)	Fri. 6:30	KYW-TV	20.1
9.	*Soldiers of Fort.*	(MCA-TV)	Thurs. 6:00	KYW-TV	19.3
10.	*Federal Men*	(MCA-TV)	Thurs. 6:30	KYW-TV	19.2

COLUMBUS *three-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Death Valley Days*	(Pacific-Borax)	Sun. 9:30	WBNS-TV	29.6
2.	*The Honeymooners*	(CBS Film)	Sat. 7:00	WBNS-TV	28.7
3.	*Frontier Doctor*	(H-TV)	Fri. 7:00	WTVN-TV	28.4
4.	*Our Miss Brooks*	(CBS Film)	Sun. 6:30	WBNS-TV	23.9
5.	*Whirlybirds*	(CBS Film)	Thurs. 7:00	WTVN-TV	23.1
6.	*Highway Patrol*	(Ziv)	Tues. 10:30	WBNS-TV	22.2
7.	*Mama*	(CBS Film)	Wed. 6:30	WBNS-TV	21.9
8.	*Waterfront*	(MCA-TV)	Sat. 6:30	WBNS-TV	21.3
9.	*Soldiers of Fort.*	(MCA-TV)	Thurs. 6:30	WTVN-TV	20.7
10.	*Annie Oakley*	(CBS Film)	Mon. 6:00	WBNS-TV	20.3

LOS ANGELES *seven-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Highway Patrol*	(Ziv)	Mon. 9:00	KTTV	16.7
2.	*Death Valley Days*	(Pacific-Borax)	Thurs. 7:00	KRCA	16.2
3.	*Dick Powell*	(Official)	Sat. 9:30	KNXT	15.8
4.	*Whirlybirds*	(CBS Film)	Mon. 7:30	KHJ-TV	14.3
5.	*Men of Annapolis*	(Ziv)	Thurs. 7:30	KNXT	13.3
6.	*Search for Adven.*	(Bagnall)	Thurs. 7:00	KCOP	12.9
7.	*The Honeymooners*	(CBS Film)	Thurs. 7:00	KNXT	12.6
8.	*San Fran. Beat*	(CBS Film)	Sat. 9:30	KTTV	12.5
9.	*Boots & Saddles*	(NBC Film)	Tues. 7:00	KRCA	11.5
10.	*Sheriff of Cochise*	(NTA)	Sat. 7:30	KTTV	11.3

WASHINGTON *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Highway Patrol*	(Ziv)	Sat. 7:00	WTOP-TV	21.0
2.	*Annie Oakley*	(CBS Film)	Fri. 7:00	WTOP-TV	16.2
3.	*Science Fict. Theatre*	(Ziv)	Sun. 6:00	WMAL-TV	15.9
4.	*Stu Erwin*	(Official)	Thurs. 7:00	WRC-TV	15.8
5.	*Last of Mohicans*	(TPA)	Wed. 7:00	WRC-TV	15.7
6.	*Jungle Jim*	(Screen Gems)	Thurs. 6:00	WMAL-TV	15.2
7.	*Men of Annapolis*	(Ziv)	Tues. 9:00	WTOP-TV	15.1
8.	*Brave Eagle*	(CBS Film)	Fri. 6:00	WMAL-TV	14.5
9.	*Gray Ghost*	(CBS Film)	Sat. 10:30	WTOP-TV	14.4
10.	*Ellery Queen*	(TPA)	Mon. 7:00	WRC-TV	14.1

SEATTLE-TACOMA *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Gray Ghost*	(CBS Film)	Sun. 6:00	KING-TV	29.8
2.	*Highway Patrol*	(Ziv)	Thurs. 7:00	KOMO-TV	28.4
2.	*Silent Service*	(NBC Film)	Mon. 7:30	KING-TV	28.4
3.	*Search for Adven.*	(Bagnall)	Mon. 7:00	KING-TV	28.2
4.	*Whirlybirds*	(CBS Film)	Thurs. 7:00	KING-TV	25.9
5.	*Death Valley Days*	(Pacific-Borax)	Thurs. 9:00	KOMO-TV	21.8
6.	*26 Men*	(ABC Film)	Mon. 7:00	KOMO-TV	21.4
7.	*Frontier*	(NBC Film)	Sun. 9:30	KTNT-TV	21.0
8.	*Kingdom of the Sea*	(Guild)	Tues. 7:00	KOMO-TV	20.4
9.	*The Honeymooners*	(CBS Film)	Sun. 6:30	KING-TV	19.6
10.	*Sheriff of Cochise*	(NTA)	Sat. 7:00	KING-TV	19.3

ATLANTA *three-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Highway Patrol*	(Ziv)	Fri. 7:30	WAGA-TV	28.3
2.	*Sheriff of Cochise*	(NTA)	Tues. 7:00	WSB-TV	26.8
3.	*State Trooper*	(MCA-TV)	Fri. 7:00	WAGA-TV	25.4
4.	*Code 3*	(ABC Film)	Sat. 10:30	WAGA-TV	24.6
5.	*Casey Jones*	(Screen Gems)	Mon. 7:00	WAGA-TV	22.5
6.	*Whirlybirds*	(CBS Film)	Wed. 7:00	WSB-TV	22.2
7.	*If You Had A Million*	(MCA-TV)	Mon. 7:00	WSB-TV	20.1
8.	*Kit Carson*	(MCA-TV)	Tues. 6:30	WLWA	19.5
9.	*Heart of City*	(MCA-TV)	Thurs. 6:30	WLWA	19.4
10.	*Badge 714*	(NBC Film)	Tues. 7:00	WAGA-TV	18.9

BOSTON *two-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Federal Men*	(MCA-TV)	Mon. 7:00	WBZ-TV	29.3
2.	*Whirlybirds*	(CBS Film)	Tues. 7:00	WBZ-TV	28.1
3.	*Decoy*	(Official)	Sun. 10:30	WBZ-TV	26.6
4.	*Frontier Doctor*	(H-TV)	Thurs. 7:00	WBZ-TV	25.6
5.	*The Honeymooners*	(CBS Film)	Sat. 10:30	WNAC-TV	24.1
6.	*Frontier*	(NBC Film)	Fri. 10:30	WNAC-TV	22.7
6.	*Golden Playhouse*	(Official)	Wed. 7:00	WBZ-TV	22.7
7.	*Highway Patrol*	(Ziv)	Sat. 7:00	WBZ-TV	22.4
8.	*Harbor Command*	(Ziv)	Sun. 7:00	WNAC-TV	22.2
9.	*Silent Service*	(NBC Film)	Fri. 7:00	WBZ-TV	21.8
10.	*26 Men*	(ABC Film)	Sun. 7:00	WBZ-TV	21.1

Reports of Tv Deal Premature—UA's Krim

Reports issued early last week by United Artists Corp. that it had effected a television production deal with one of its major independent producers were termed as "premature" on Thursday by UA President Arthur B. Krim. The original news announcement stated that UA-TV had "completed arrangements" with the Mirisch Co., one of approximately 50 "independents" under UA theatrical film contract, for the production of six television program series, of which five were "already in preparation."

Mr. Krim, however, did not deny—in his "clarification" to BROADCASTING—that the Mirisch Co. was involved in "several properties." He added that a "total of 60-70 properties" have been submitted to UA-TV by its group of independents and that "all" are being considered. He made clear, however, that UA-TV will not "go into a volume operation, rather, a Tiffany-type of set-up whereby only the best of possible tv programs are prepared."

Among the other producers with whom UA-TV is discussing television production is actor-director Yul Brynner, whose Alciona Productions Inc. was signed last week to an exclusive, nine-year production schedule involving 11 multi-million dollar theatrical films. According to Mr. Brynner's talent agent, Ted Ashley of Ashley-Steiner Assoc., the word "television" does not actually appear in the star's contract with UA, but it is almost a certainty that the Brynner company will "over a period of time" engage in the production of tv programs and that these, once made, "will in all likelihood" be distributed by UA-TV.

It was understood that five of the six series submitted by the three Mirisch brothers—Harold, Walter and Marvin—to UA-TV President Herbert L. Golden and Executive Vice President Bruce G. Eells were beyond the "idea stage." Tv writer Don Martin was said to have completed pilot scripts on two submissions—series versions of Mark Twain's *Tom Sawyer* and of the Billy the Kid legends. (The Mirisch Co., signed to a UA theatrical financing-releasing-and-distribution contract three months ago, so far has completed one major theatrical film for UA starring Joel McCrea and is said to have arranged for future services by such names as producer-director Billy Wilder and actress Audrey Hepburn.)

Mr. Brynner, a former CBS-TV staff director (Westinghouse Electric Co.'s *Studio One*)—now better known for his acting chores in MGM's "The Brothers Karamazov," Paramount's "The Ten Commandments" and 20th Century-Fox's "Anastasia"—reportedly is "hot" on the idea of returning to television as a director and reportedly is seeking to bolster his staff with some of the better-known tv directors who have switched recently to Hollywood films.

Other UA independents "excited" about the prospects of making their initial bow in tv under UA auspices, according to Mr. Krim, with UA wholly financing such ventures in exchange for video distribution and

8

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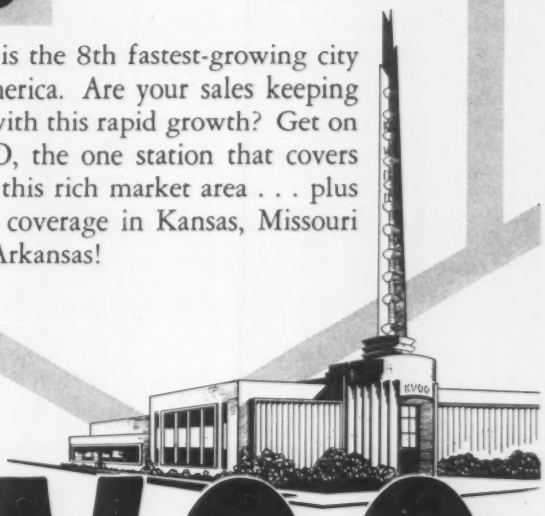

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sales rights, are actor-producer Kirk Douglas, whose Bryna Productions reportedly is about to produce a television series based on its forthcoming theatrical release, "The Vikings"; director Stanley Kramer, and producer Joseph Manckiewicz, whose Figaro Productions is owned partly by NBC-TV.

Meanwhile, in Los Angeles to work out arrangements with other UA producers for the projected *United Artists Playhouse* anthology series [FILM, Dec. 23], Mr. Eells last week issued this optimistic statement: "I am confident UA-TV will be more than ready for the mid-February selling season with several properties. We are well in advance of our hoped-for schedule because production discussions have accelerated tremendously." A fortnight ago, Mr. Eells told newsmen that UA-TV was shooting for an April deadline.

Alexander Film Co., Colorado, Purchased by Management Firm

Allied Film Co. has completed negotiations to purchase Alexander Film Co., Colorado Springs, Colo., according to an announcement by Don M. Alexander, president of the firm bearing his name. Principals in Allied are the Cleveland, Ohio, management consultant firm of Fleming, Talbert & Munroe and the present secretary-treasurer of Alexander Film Co., E. B. Foster.

Keith Munroe of the Cleveland firm, who has been acting as executive vice president of Alexander Film Co. since July 1, will become president, and Mr. Alexander will resign that post, assuming chairmanship of the board. Continuing on the board will be Don Alexander Jr., Thomas M. Burgess, Mr. Munroe, John Talbert and Mr. Foster. The new owners have taken over an agreement to buy a major interest held since October 1955 by Harold Kaye, New York advertising executive, and associates. This group has resigned from the board.

Mr. Munroe has announced plans to develop the Alexander company into a national marketing organization, diversifying production activities and developing a merchandising organization "covering the entire panorama of the advertising horizon."

NTA Moves to Larger Quarters

National Telefilm Assoc., New York, was scheduled to move to larger quarters over the weekend at the newly built Coliseum Tower, 10 Columbus Circle, New York. The telephone number, starting today (Monday), will be Judson 2-7300.

Outlets Go for CBS Film Plan

CBS Tv Film Sales Inc., New York, has sold more than 6,000 half hours of programming under its "Sales Safari," plan, according to John F. Howell, general sales manager. The plan which was begun on Oct. 28 and will be in effect until tomorrow (Tuesday), makes available to stations 528 half hours of programming at greatly reduced prices for that period. Nine CBS Film series make up the package. Stations are allowed to select any combination of shows and number of runs of those shows. Thus, it is possible for a station to get maximum discount if it purchases all 528 half hours for one run, or half that number for two runs.

The series included in the special offer are *Amos 'n' Andy, The Whistler, Mama Life With Father, Brave Eagle, Our Miss Brooks, The Honeymooners, Files of Jeffery Jones, Cases of Eddie Drake* and *San Francisco Beat.*

European Expansion Announced By Screen Gems' Fineshriber

In line with increased sales activities in Europe during 1957, Screen Gems Inc., New York, today (Monday) is announcing enlargement of the technical operations in its London office and the expansion of its coverage on the Continent.

William Fineshriber Jr., director of international operations for SG, observed that the expansion program follows "a substantial" increase in sales in Europe and in other international markets. He declined to pinpoint the percentage of increase over 1956 but said that with the growth of tv in Europe and other parts of the world, Screen Gems' overseas gross revenues in "two to four years will be about 30% of the U. S. gross."

In the London office, Mr. Fineshriber reported, Isobelle Ibbott has been appointed traffic manager for the United Kingdom and the Continent and Doreen Newell has been named executive secretary to John Cron, managing director of Screen Gems Ltd. Two new employes, he said, also have been added to the technical staff handling traffic, print servicing and dubbing.

Mr. Fineshriber also said Screen Gems is about to open its own office in Paris on the Champs Elysee, which will be under the supervision of Mr. Cron. Joining Screen Gems to work out of the new Paris branch as European sales representative, Mr. Fineshriber said, is George Blaug, who has been with Columbia Pictures International for five years.

Mr. Fineshriber, who returned two weeks ago from a two-month business trip in Europe, reported that Screen Gems' business there is "well ahead" of 1956 and the company "is operating in the black overseas." He acknowledged that prices for film products are not large but pointed out that with the constant increase in tv set circulation, the expansion in the number of tv stations and the adoption of commercial tv in one form or another by various European countries, the outlook for the future is "very bright."

FILM PRODUCTION

Jon Hall-Cowan Enterprises, Hollywood, is filming *Malolo of the Seven Seas,* tv series in 39 parts, on 35 mm Eastman (color and monochrome) on location on island of Maui in Hawaiian group.

Normandy Productions reports completion of 26 half-hour *Tugboat Annie* tv films for Television Programs of America, using U. S. and Canadian harbor locations.

Ziv Year-end Report Discloses Gross Volume Up 53% over '56

The gross dollar volume for all Ziv divisions during 1957 rose 53% over 1956 levels, Frederic W. Ziv, board chairman of the Frederic W. Ziv Co., disclosed last week in a year-end report of the company's activities in various facets of radio and tv programming as well as sales.

In television, Ziv television programs' syndication division increased sales by 57% above those of 1956, according to Mr. Ziv; this rise was highlighted by a 73% rise in multi-market sales. Ziv Economee, which handles re-run programs, registered an 83% rise this year over 1956, attributed by Mr. Ziv to the "increased popularity of 'strip' programming in the late afternoon or early evening hours." The national sales division, Mr. Ziv reported, scored a 33% increase over 1956, spotlighted by the sale of *Harbor Command* to Theo. Hamm Brewing Co. for 57 markets and to Miles Labs for 18 markets and *The New Adventures of Martin Kane* to Anheuser-Busch for 12 markets. The international division, he said, raised its sales volume to a level 120% over that of 1956.

Mr. Ziv observed that the company's investment in tv film production amounted to $12 million, as against $8 million in 1956, and added that $16 million has been earmarked for production in 1958.

In radio, the company's World Broadcasting System registered a 21% increase in the number of new contracts signed in 1957 as compared with 1956 and a 17% increase in the number of renewals, according to Mr. Ziv. During the year, World Broadcasting, which supplies radio stations with programming materials, merchandising ideas and selling tools, introduced Sound-O, a merchandising idea based on a radio quiz game and two new programs, *Top Tunes of Our Time* and *Words to Remember.*

Bramson Forms C-C Operation

The formation of a closed-circuit tv operation by Bramson Entertainment Service, New York, has been announced by Nat M. Abramson, president. Mr. Abramson, who also is manager of the WOR New York Entertainment Bureau, will maintain offices at 1440 Broadway, New York. Telephone number is Longacre 4-8000. Mr. Abramson already has conducted several closed-circuit tv programs for fraternal and religious groups in the New York area and will handle the closed-circuit telecast of a meeting of the New York State Grand Lodge of Masons from Oswego, N. Y., to various cities in the state.

Tela Forms C-C Tv Network

Tela Electronics Div. of Meilink Steel Safe Co. (GianTView projection equipment), Toledo, Ohio, is forming a closed-circuit tv network linking the country's major cities, it has been announced by S. R. Akers, Meilink president. W. R. Smith, sales manager of the Tela division and formerly vice president of the East-West Tv Network, Toledo, has been appointed sales manager of the GianTView Closed-Circuit Network,

with headquarters at 901 Livernois, Ferndale 20, Mich. The network will use AT&T connections and offer origination, production, transmission and reception services to organizations for meetings and programs.

Six Arizona Companies Join Antennavision Community Tv

Six Arizona community antenna tv systems and engineering companies have been consolidated with Antennavision Inc. of Phoenix, according to an announcement by Bruce Merrill, Antennavision president. Antennavision, founded in 1952, serves over 8,000 families in Arizona and has 2.5 million feet of coaxial cable installed.

The new components of Antennavision Inc. are Arizona Community Television System Inc., which serves the San Manuel and Ray-Sonora areas; Clifton-Morenci Community Television Inc.; Winslow-Holbrook Community Television Inc.; Antennavision Inc. of Globe-Miami-Safford; CTV Constructors Inc., and Antennavision Manufacturing and Engineering Co. Three of these firms had been linked to the Antennavision organization.

The corporation's officers are Bruce Merrill, president; Paul Merrill, Safford, vice president; Willard Shoecraft, Globe, vice president; Earl Hickman, Phoenix, secretary, and Nelson Wirick, Phoenix, treasurer. Roy Goodman, Phoenix, is sales manager for the firm, and Edward Furman, Safford, and Bruce Kinkner, Globe, are district managers.

L. A. Mayor Approves Ordinances For Pay Tv; Referendum Move Seen

Los Angeles Mayor Norris Poulson on Dec. 20 signed ordinances adopted by the City Council two days earlier authorizing operation of two closed-circuit toll tv systems in that city. Southern California Theater Owners' Assn., which has opposed toll tv as "sounding the death knell for free tv as well as motion picture exhibition," is expected to start collecting signatures calling for public referendum.

Julius F. Tuchler, SCTOA spokesman, bitterly assailed Los Angeles tv stations, networks and NARTB for "having taken a free ride" on a nine-month campaign fought by motion picture exhibitors. He urged stations to "stand side by side" with theatre operators to defeat toll tv in other cities and "save the tremendous expense of going on the ballot by referendum as we are forced to do in Los Angeles."

Thesaurus Issues 'Booster'

RCA Thesaurus has announced the release of another "sales booster" commercial lead-in radio campaign to subscriber stations, under the title of "Impersonations" and featuring impersonated voices of 52 personalities. In the transcriptions, the announcer follows the voice by saying: "That was an impersonation. Now, for something real, listen." The local commercial announcer then delivers the sponsor's commercial message.

News Firm for Commercial Tv In Britain 'Success,' Says Head

The operation of Independent Tv News, established at the outset of commercial television by the British program packagers as a means of competing with BBC's top-flight news organization, was termed last week "a complete success" by Geoffrey Cox, editor and chief executive of ITN.

Mr. Cox and an associate, John Carter, ITN film manager, were in New York for a 10-day business trip, conferring with CBS Newsfilm officials and studying the news operations of the various networks. Mr. Cox said that from the beginning of commercial tv in Britain, ITN has had an arrangement with CBS Newsfilm and he credited that organization with playing a significant role in the service ITN has been able to provide to the five commercial stations in Britain.

The six program contractors in Britain, Mr. Cox explained, set up Independent Tv News to supply national and international news to the commercial tv stations. The stations, he added, provide their own local programming, but ITN, as a pooled effort, can make national and international coverage available on a more economical basis.

ITN maintains its own studios, complete facilities and a staff of more than 150 people, according to Mr. Cox. Programs are carried to each station's transmitter by land lines, he said. Program contractors pay ITN a sum proportionate to the number of viewers in the station's coverage area.

ITN currently supplies a 10-minute and a 15-minute news program each day plus a special half-hour program weekly on foreign affairs called *Roving Report*. Next month ITN will feed the stations a new 15-minute program weekly titled *Tell the Public*, which Mr. Cox described as "a combination *Face the Nation* and *Mike Wallace Show*."

He stressed that ITN's arrangement with the program contractors gives the organization "complete editorial independence." He said at the start of ITN's operation there was a belief in Labor Party circles that the news organization would be "biased in favor of big money" and an apprehension on the part of Conservative Party elements that ITN would be "sensational, yellow journalism." He said he was pleased to report that each faction today is "kindly disposed to our objective, balanced coverage."

The arrangement with CBS Newsfilm, he said, provides for that organization to airmail to ITN daily film footage, selected for its likely appeal to British audiences. In turn, CBS Newsfilm, according to Mr. Cox, has bought film coverage from the ITN. His organization, he said, relies on CBS Newsfilm for coverage in areas throughout the world where ITN is not strongly represented.

Mr. Cox was impressed with rear-screen projection and other techniques used on U. S. tv programs and hopes to incorporate some of them on ITN news programs.

Brophy Heads New Canadian Firm

R. M. Brophy, at one time with NBC in New York, is president of a new Canadian company specializing in radio communications equipment, Canadian Motorola Electronics Ltd., Toronto, Ont. The new

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company has a long-term agreement with Motorola Inc., Chicago. Mr. Brophy also is president of the Canadian operations of the Netherlands Philips radio organization, Philips Canadian Industrial Development Co. Ltd., and former chairman of Rogers Majestic Electronics Ltd., Toronto. A new plant is being built for the Canadian Motorola organization in Toronto's suburban North York area.

International Surveys Issues Data on Canadian Audiences

International Surveys Ltd., Toronto, has published its second issue of *Seasonal Listening and Viewing Habits in Canada.* Facts, maps and graphs are given on both media for all of Canada, for the combined Montreal-Toronto-Vancouver area and for the three major markets separately.

The 77-page broadcasting survey offers seasonal, hourly, patterns for regions, cities, average days in the nation and daily segments. Other features are composition of audience, top network shows and figures on sets and set location in homes. International Surveys, which claims it was the first research organization in Canada to publish regular 15-minute station time-period audience reports, says its *Seasonal Listening and Viewing* series also is the first of its kind in that country.

CBC Board Will Consider Restriction on Giveaways

A regulation to limit giveaway programs is to be considered at a public meeting of the board of governors of CBC at Ottawa in February, A. D. Dunton, CBC chairman has announced. The proposed regulation would "prohibit broadcasting of any offer of any prizes, gifts or bonuses or any contest, except a contest involving skill only, provided that all the participants are present in the broadcasting studio and take part in the broadcast concerned, or that entries are made in writing and the award or size of all prizes depends on the examination and judging on their merit of all such entries."

The decision to consider the proposed regulation follows a warning of Sept. 30 that formal regulations and disciplinary action may follow unless certain minimum standards are met on giveaway programs. The minimum standards have the support of the Canadian Assn. of Radio & Tv Broadcasters, representing most independent stations. The proposed regulation does not eliminate the use of box tops and similar items in contests. The Sept. 30 warning had included a stipulation that contestants must not be required to pay any sum of money or have proof of purchase such as box tops to enter the contests.

Canadian Tv, Radio Sales Up in October, Says RETMAC

Television set sales in Canada in October marked the first upward move in more than a year, with 70,537 sets sold, according to figures of the Radio-Electronics-Television Manufacturers Assn. of Canada. Total tv set sales in the first 10 months of 1957 amounted to 365,875, compared with 498,340 in the same 1956 period. Ontario accounted for 135,973 sets out of the total, Quebec 101,249, British Columbia 32,599, and the remaining seven provinces 97,050.

Radio receiver sales were up again in October to bring the January-October total to 452,637 sets as compared with 433,620 sets in the 1956 period. Portable set sales in the first 10 months of 1957 amounted to 46,002 as compared with 36,341 in the 1956 period, and automobile sets were 105,823 in the January-October 1957 period as against 93,043 in 1956.

CBC Ordered to Pay $3,000 In Invasion of Privacy Suit

Friday the 13th was not a good day for CBC. In Quebec Superior Court at Montreal Dec. 13 the CBC was ordered to pay $3,000 and costs to 77-year-old Dr. Evelyn E. Robbins of Montreal. The court found that the privacy of the doctor had been intruded upon following an incident Feb. 8, 1956, when his name and address had been flashed on the screen in the CBC's tv network program *Tabloid.*

The late Dick McDougall, the program's emcee at the time, urged viewers to write or telephone Dr. Robbins "to cheer him up," after reading a letter of criticism the doctor had written the program's producer.

The case came before the Montreal court Dec. 12. The doctor claimed damages of $10,000 for invasion of privacy, humiliation, and loss of income. He testified that within minutes after his name and address appeared on the tv screen, he received telephone calls, unordered taxicabs, and even barbecued chickens. He said his phone rang steadily for three days and that he finally had to ask for a new number. He claimed to have received 103 letters in a few days, his health suffered and he had lost $300 a month in income since the incident.

New European Headquarters Opened by Nielsen in England

A. C. Nielsen Co. Ltd opened and dedicated its new European headquarters (Nielsen House) the past fortnight in Oxford, England, amid a gathering of some 400 advertisers, agencies, tv program contractors and Nielsen's U. S. and foreign representatives.

The company noted the "insistent demand" from both American and foreign manufacturers for more marketing research in European countries. Unilever Ltd., Nielsen's first client in the United Kingdom, is also the market research firm's largest throughout the world, according to Lord Heyworth, Unilever chairman, who presided at the ceremonies.

Save for the 220 field workers and the London client service staff for the Nielsen Television Index, the whole British staff is accommodated in the new 53,000-square-foot Oxford headquarters. A. C. Nielsen, founder and chairman of the American and British firms, pointed out the latter company now employs 900 persons. All Nielsen overseas operations are funneled through the British firm.

ABROAD IN BRIEF

TV COUNT-OFF: Sets and prospects: East Germany, 125,000, total held down by high prices, "propaganda programming," according to observers; Austria, 15,000, growth tripled this month, with 3,500 set sales; Switzerland, 30,000, annual growth rate of 20,000, which may increase if "breakthrough" is reached (Several new tv transmitters currently are being added in Switzerland); Philippine Islands, slightly under 15,000 (Pan American Broadcasting Co., international station representative, credits a recent increase in set sales to importation of American programs by DZAQ-TV, the only commercial tv station in the Philippines); Japan, 630,000, a total increasing by more than 30,000 a month.

BETTER BELGIAN COVERAGE: Eight million of Belgium's total nine million population will be in reach of a tv signal by April 1958, according to a plan released by the country's official broadcasting service. Current 2 and 6 kw transmitters will be boosted to 20 kw each, and some will be relocated.

TV'S TOLL: Tv competition has forced more than 100 British movie houses to close in the past seven months, according to testimony given by a government trade spokesman before the House of Commons last week.

TOKYO TOWER: A 1,082-ft. tower is under construction by the Nippon Television City Corp. in Tokyo, it has been announced. Included in the total height is a square, 241-ft. antenna.

FIRE IN PHILIPPINES: Four stations of the Manila Broadcasting Co. went off the air Dec. 16, when fire razed the central transmitter for an estimated $100,000 loss. They were DZRN, DZPI, DZMB and DZHE. Origin of the fire was undetermined.

RED RECIPROCITY: Communications ministers of Communist countries agreed last week to exchange radio and television programs, it was reported by Tass news agency. Telecommunications and mail service exchanges also were set up for Soviet bloc nations, which include, besides the U.S.S.R.: Czechoslovakia, Poland, Romania, Bulgaria, Hungary, Mongolia and Red China. Yugoslavia last fall announced it would adopt the 7-mc bandwidth of Western European countries (Soviet satellites are on an 8-mc width), and it was reported planning links with Italy and Austria but not with the Soviet bloc [INTERNATIONAL, Oct. 7].

TWO MILLION TARGET: With registered television sets in West Germany past the million mark, manufacturers have set their sights on two million, a goal they expect to reach late next year or early 1959. This goal is based on record sales for this year [INTERNATIONAL, Dec. 9] and prospects for free enterprise broadcasting, if present legislative

efforts succeed. Radio figures reported for West Germany on Nov. 1 were 14,278,985 licensed sets, with a monthly growth rate of 55,000.

ROAD SHOW: A 1953 ban on tv sets in automobiles was invoked in Hamilton, Ont., this month when Harold Smith was charged with having an 8-in. set installed inside of his convertible. The motorist is scheduled to appear in court on the charge Jan. 2. He will be liable to a $5-50 fine, if found guilty. Mr. Smith stated that he only watches tv while he has the car parked at a quiet spot on the side of the road.

SILENT NIGHT: A strike by radio-tv technicians of the French government broadcasting system canceled Christmas broadcasts Dec. 24 and 25. Special shows planned for Radiodiffusion Television Francaise were a midnight mass, a pantomime of the Nativity, children's shows and feature films. Earlier in the month, the government-operated radio station of the Saar was silent for one day as 360 striking employes demanded a 20% pay raise. Broadcasting resumed the next day when the station capitulated to their demands, based on currency fluctuations occurring during the Saar's transfer from France to Germany.

INTERNATIONAL SHORTS

Seven-Up Ontario Ltd. (soft drinks) Toronto, on Jan. 4 plans to start half-hour Walt Disney tv show *Zorro* on CBC tv network. Agency is Vickers & Benson Ltd. in that city.

Max Factor & Co. (cosmetics), Toronto, has appointed James Lovick & Co. that city, effective Jan. 1.

CKAC Montreal, Que., will inaugurate its 50 kw transmitter (built by Canadian GE and utilizing germanium rectifiers and transistors) in mid-January on 730 kc.

CBWT Winnipeg, Man., plans to move from channel 4 to channel 3 to improve reception throughout area southwest of city and close to that covered by KXJB-TV Valley City, N. D., 200 miles south of Winnipeg. Both stations went on air on channel 4 about same time, May 1954, and there has been consistent interference in fringe areas. CBWT makes move at cost of about $60,000 and expects to complete it early in 1958.

CKBI-TV Prince Albert, Sask., reports it became secondary affiliate of CBS-TV Dec. 15.

CFRS Simcoe, Ont., is doing weekly program of local Canadian news for broadcasting to Canadian armed forces serving with United Nations Emergency Force in Middle East. Program, under supervision of **Ted Fielder,** managing director of CFRS, is being prepared by station and sent to Middle East by Canadian Department of National Defense. Other Canadian independent radio stations are supplying messages from relatives of men serving in area for inclusion in one-hour program.

KMOX Sets Stereophonic Show

Listeners will hear the second stereophonic program to be offered by KMOX St. Louis during the holidays when that station and KCFM (FM) there pick up the Boston Pops Orchestra from St. Louis' Chase Hotel tomorrow (Tuesday). The first holiday stereo show for KMOX was its Christmas Eve broadcast of a midnight mass from the New Cathedral. Conductor Arthur Fiedler's New Year's Eve bill will include marches and themes from opera, Tin Pan Alley and broadway shows, KMOX has announced.

Buyers Get WNCT's Map & Facts

A "Station Effectiveness Map" is being sent to timebuyers by WNCT (TV) Greenville, N. C., in which the usual contours and circles are replaced by penetration statistics and viewership. The station keeps agencies posted on market growth with a periodical report and space is provided on the map to stick the new data.

KNUZ Polls Housewives' Choice

In an effort to determine what kind of music the average housewife likes to hear, KNUZ Houston conducted a weekly poll of homemakers all along the Gulf Coast. The station reports that as a result of the six months' promotion, it has learned that they like music with a swinging beat, but they want the lyrics to have some value. For example, the station reports that they turned thumbs down on such big sellers as "Little Bitty Pretty One" and "Black Slacks."

The KNUZ panel of women consists of 300 housewives who send in a list of their five favorite songs each week. They also are asked to vote against the songs they find irritating, objectionable and the ones of which they are growing tired. The winning songs in the poll were played on the KNUZ *Housewives Hit Parade.*

Silence May Be Golden, But . . .

A contest to find a parakeet talented enough to repeat station breaks identifying WINS New York is being conducted by the station with the winning bird to receive a lifetime supply of parakeet feed and the owner a cash prize of $25. WINS says over 7,350 parakeet owners in the area claim their birds can do it. The station's engineers plan to visit homes with tape recorders.

SANTA CLAUS paraded for WIP Philadelphia outside the hotel where the Radio & Television Executives Society were holding its annual Christmas party, bearing the sign: "Beware of Imitations—Buy WIP."

'Negro Radio' Booklet by KATZ

A sales manual titled "Why Negro Radio?" is available from KATZ St. Louis, Mo., dealing with the problems of a station catering to a large negro market.

'The Last Word' Returns to CBS

The CBS Radio series, *The Last Word,* devoted to the vagaries of the English language and the meaning of words returns Jan. 7, 9:30-10 p.m., after a four-month absence. The CBS Public Affairs series is also on CBS-TV, Sunday, 3:30-4 p.m.

KOCS Gets Weekly Write-Up

A weekly column, discussing programs, promotions and sponsors of KOCS Ontario, Calif., is being run in the *Ontario-Upland Daily Report,* titled "On the Air with KOCS."

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One of the most expert and outspoken exponents of live television is David Susskind. Talent Assoc., which he formed in partnership with Alfred Levy, has produced many major television series. Currently it is handling Armstrong Circle Theatre, *six of the* Dupont Show of the Month *series, and the fairy tale series for Rexall.*

Now 36, Mr. Susskind is a Harvard graduate who wanted to be a college professor. But after Navy service during the war he changed his mind, became first a press agent, then an actors' agent.

Mr. Susskind holds strong views on the superiority of live production over film, and in this tape-recorded interview with BROADCASTING *he presents them forcefully and articulately. In a subsequent issue* BROADCASTING *will present the other side of the coin in an interview with Leslie Harris, vice president in charge of CBS-TV Film Sales.*

"THE ONLY EXCITING TV IS LIVE"

Producer David Susskind indicts 'get-rich-quick' mediocrity of filmakers

Mr. Susskind, you and Talent Associates have been rather outspoken advocates of live—as distinguished from filmed—television. I think you've been quoted as saying that tv was invented to be live. Would you justify that?

Well, I can justify it out of my own convictions. The only exciting tv I've ever seen has been live. I am utterly unable to remember any distinguished filmed tv. All the filmed tv I've seen has been distinguished by a kind of uniform mediocrity and by an economy of shooting and production which make it pretty lacklustre as entertainment. On the other hand, "Peter Pan," "Cinderella," "Marty," "The Rainmaker," "Requiem for a Heavyweight," "The Helen Keller Story," "A Night to Remember"—the list of live distinguished accomplishments in tv—is extremely long.

(Mr. Susskind later called the filmed *I Love Lucy* and *Dragnet* "brilliant exceptions" to the run of film fare.)

I also have the feeling that there is a different philosophy governing the doing of live shows. Filmed shows are being made, for the most part, by "get-rich-quick" people who regard television not as an art form or an area for creative expression, but as an opportunity (like a gold mine or an oil well) to accomplish endless residuals, to be able to live unto the fourth generation on the income from fast and cheap production. I find this shocking and I loathe it.

Well, would you tell us first how you got into live television?

Well, in 1947, I saw my first television set. It was over at NBC. The screen was about six inches in diameter and there was a technician there. I asked, "What is that?" And he said, "That's television." Some pretty girl was modeling clothes and turning and posing and I said, "Oh my God, that's television!" And this man said, "Yes, that's what it is all right." And I said, "Well, is it going to be out? Are people going to have it?" And he said, "Are you kidding? This thing is going to be everywhere."

It sounds a little corny, I suppose, but I wanted to be part of that new phenomenon. So in 1948 my partner, Alfred Levy, and I organized Talent Associates.

What were you doing in 1948?

We were talent agents and radio-package programmers. And we had a number of them on the air at the time. We had the Andrews Sisters for Campbell Soup, Burl Ives on for Philco, and Jack Smith on for Oxydol. We decided to go into television production and packaging and management of talent and we've been in it ever since.

(Mr. Susskind said later that Talent Associates no longer manages talent.)

What was the first television package you sold?

The *Philco Television Playhouse* in 1949.

What are some of the other shows you packaged?

Well, subsequent to that we packaged *Mr. Peepers;* a show called *First Person* for Gulf Oil; *Bonino* starring Ezio Pinza for Philip Morris cigarettes; *Jamie* starring Brandon de Wilde for Duffy-Mott, and *Armstrong Circle Theatre,* first as a half-hour show, subsequently an hour show.

And what shows have you on now?

One of our major projects this season is *The Du Pont Show of the Month,* 90-minute specials presented monthly from September to June. For Du Pont, Talent Associates is producing the six dramatic shows. The remainder are to be musicals, produced by CBS.

We also have two spectaculars for Rexall. The first one, "Pinocchio," was done Oct. 13; the second will be April 27, "Hansel and Gretel." And we have a number of new program packages, too, to be put on the air in January and in the fall. We've also done *Justice* for Herbert Tareyton Cigarettes and *Kaiser Aluminum Hour.* We've had quite a number.

Can we go into the cost of live versus film for a second?

I think actually live is cheaper. Strange, because there's a greater quality quotient AND it's cheaper. To be specific, a half-hour live show in the situation comedy or mystery or dramatic genre would cost roughly $25-27,000 for a half-hour live. The same show would cost $35-37,000 on film. Now the film men say: Yes, but we will allow you to rerun 13 of the best films in the summer at half the price of the original purchase. That theory is fallacious because the films really weren't good enough the first time and the second run generally has a tremendously reduced audience.

For the sake of argument, suppose a show is a good filmed show, you're spending $35,000 on it and you do get a replay

on it, forever and ever, for the $35,000.

But you don't get a replay forever and ever. The sponsor pays for each replay.

That's true, but the second time he doesn't pay as much as he has the first. If you spend $25,000 (I'm talking from an advertising point of view) on a live show, it's for one time and one time only.

Not necessarily, because we now have a new thing called video tape, which reproduces a wonderful picture. It has almost the definition and clarity of film. And that tape would allow you to rerun the best of your series at even less than the film reruns.

You were saying the filmed show isn't good enough to get a really good audience on the first run. I'm thinking of things like Lucy, *which got pretty good audiences.*

Well, there are some very distinguished exceptions. I think *Lucy* and *Dragnet* would qualify as brilliant exceptions. But when you talk about live versus film, I presume you're dealing with the general level of film and live. And in those terms film simply doesn't measure up. I think film has other ulcers besides quality.

You think it is the fact that it is being filmed which gives it the ulcers?

Yes, there is built-in, economic agony in film under the present structure and cost of television. And that's this problem: Filming is very expensive and requires time, technicians and equipment all out of proportion to live television. The cost is staggering. The only way films can be made practicable and profitable is if they be done with enormous, incredible speed. The average half-hour film for tv is done in 2 or 2½ days. More time than that would make it a loser, a financial debacle. Therefore, they wrap it up on celluloid before they've had an opportunity to really work over the material. Now take the equivalent half-hour show as a live project. You would begin eight days before air time—ample time to rehearse and refine. For example, on "The Bridge of San Luis Rey," the Du Pont show for January we will have eight days to rehearse over and over again—finding new values, deeper meanings, better characterization, more interesting extensions of the conflict. You have the opportunity to create something worthwhile.

This is a business of exploration, seeking finding, changing, rehearsing. And film for tv under the economic "musts" that prevail obliterate that possibility and make it an uncreative disaster. Summing it all up, filmed tv fights the clock. Time is the essence; time is the watchword and time is profit or bankruptcy. We in live television have a much longer period to distill, and change, and create and perfect. And we are not fighting the clock except for the inevitable idea that we go on next Tuesday at 9 o'clock; that's the clock that exists for all of us. But we have much more time. And I think therein lies the huge distinction between the quality level of film and live tv.

I have an offbeat question—it really is not television but radio. In "Pinocchio" you used, in addition to your television coverage, a number of radio station hookups—is that right?

Yes, we did a radio simulcast of the tv show with a special narration written for radio.

Do you think that will be the start of a trend in that kind of thing for a live show?

I couldn't begin to answer that positively or factually. I only know that this client, Rexall, wanted maximum coverage. They aimed at 100% penetration. Now that's an illusory hope, but they implemented their tv coverage with radio in the hope that even those few areas in the country where tv does not penetrate would be covered. I think that in that regard they were wise and that they accomplished their ambition.

How successful was the radio show?

I have no idea. I haven't looked at a radio rating since 1947.

On "Pinocchio"—that show was not in color.

No, it was not.

Was there any reason for that?

Yes. The Rexall Company is located in Los Angeles. They would have seen "Pinocchio" on a kine. They are most unhappy with the quality of color kinescopes and, as a consequence, would have no part in it.

Well, in tape you wouldn't have that problem.

No, tape would eliminate a good deal of that, although I have yet to see a tape reproduction of a color show.

Do you like the color medium to work with? Does it make any difference to you?

Oh yes, it heightens the values all around. It gives shows another important dimension.

Do you think that in the long run advertisers will swing around to your thinking that live television gives them more value than film?

Yes, and quite soon.

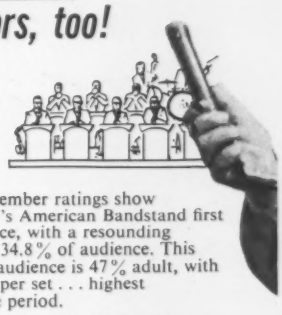
They haven't seen the light yet?

They are seeking it right now. I think the pendulum is beginning to swing in the direction of live television. Specific inquiries addressed to us from advertising agencies seeking new live programs to replace filmed shows currently on the air. And this is happening in such numbers and with such frequency now that I think it's more than haphazard; I think it's indicative of a trend. The advertiser is beginning to see the main fallacies in thinking that drove him into film.

The first was, let's go to film because it will open up the horizons of your show. You can go anywhere and do anything on film. That's fallacy No. 1 because the economics are such that the producer is pretty much confined to the sound stage to bring it in in 2½ days. And what outdoor sequences he does incorporate are generally from the stock library. As a consequence, film dramas now are quite as cloistered and parochial in geographical terms as live drama.

Fallacy No. 2 is, let's go where the stars are. If you go to film out in Hollywood, it will open up the Valhalla of big-name stars,

strike up the band for daytime sponsors, too!



ARB's September ratings show WMAL-TV's American Bandstand first with audience, with a resounding 5.5 . . . and 34.8% of audience. This Bandstand audience is 47% adult, with 2.3 viewers per set . . . highest for the time period.

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and big-names stars spell success, Mr. Sponsor. This is a fallacy because the truly big stars are too rich, too tired, too independent and too lazy to do tv—film, live or any other way. Spencer Tracy, Katherine Hepburn, Marlow Brando, Clark Gable, Cary Grant—these truly top marquee performers in Hollywood don't do television. Those that have "consented" to do tv in almost 90% of the cases can't act their way out of a paper bag and, secondly, won't draw an audience. These same "stars" (?) aren't drawing people to the movies. You can go into Broadway movie houses and see only 100 persons sitting in a 4,500-seat house with the same people's names on the marquee that the sponsor is now insisting on having on his television program. So I think this proposition has proven to be nonsense on two counts—they can't act and they don't draw!

And fallacy No. 3, the residual philosophy: Let's do it so we can rerun the films. Well, they've discovered their audiences are so slim and unenthusiastic in the summer—during the rerun time—that this argument has proven to be something of a boomerang.

There is a fourth reason on the part of our network chieftains—equally fallacious—that New York hasn't the facilities and centralization of operations. In Hollywood, all of the facilities are quite centralized, and so is the sterility, so is the lack of inspiration, and so is the ineptitude of the product. I don't care about being dispersed in New York. I don't think we have the facilities they have in California, but that is all they have. We have the largest and best reservoir of talent here—acting and writing and other creative talents. Like London, it is here that our theatre exists, it's here that the major creative artists function. And to move the industry out to that Blind Man's Bluff called Hollywood is sheer nonsense.

Do you think that the real or supposed lack of facilities here is going to continue to send it westward?

No. I don't think that truly sent it westward. I think that was an after-the-fact rationalization.

Could you give us an example of a company that's already switched from film to live?

Yes, a very interesting example. There's the number one corporation in America, Du Pont. For several years it used the *Cavalcade of America* series on film. This year Du Pont inaugurated a new approach to tv, switching to live, 90-minute shows, presenting exciting classics, like "The Prince and the Pauper" and "The Bridge of San Luis Rey." Other shows are beginning to make the switch and I think you'll notice quite a swing come January and February—and certainly by next fall.

Is there available material for television programming?

Well, television is the most voracious monster in the world, but there's no end to creative people and there's no end to imagination and thinking. I think television's appetite for ideas and people is an exciting challenge. We now have an industry and a creative form of expression that can use more imagination and talent than all the other entertainment industries put together. This will stimulate the young, talented people of this country as it should stimulate the gifted people who already are mature artists. No, I don't think we're going to run out of talent. I think we're going to have to do a better job of finding it, nursing it, bringing it along.

Isn't some of the talent nurtured by television going to Hollywood—some of the actors and some of the writers?

Certainly. We're being outbid constantly. The old glamor of Hollywood is still there. The actor who can make a feature motion picture is inevitably impressed with that opportunity. The fee that he gets is all out of proportion to what television could pay him. His penetration throughout the world in a motion picture is much greater than his exposure on television. And so too with writers. They will get more money and their work will be performed all over the universe, whereas at the moment we [television] are confined to Canada and the United States. Yes, we find a competitive situation with Hollywood and yet, every time they buy away a Rod Serling, Eva Marie Saint or Grace Kelley, new Serlings, Saints and Kelleys rear their wonderful heads, and so we have an endless pouring in

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'It is in New York that our theatre exists . . . to move the industry out to that Blind Man's Bluff called Hollywood is sheer nonsense.'

of new talent to replace the talent that's drained away from us.

What will happen if pay television gets off the ground? Do you think that's going to hurt live television?

No, I think it'll help. I'm all for pay television because I think it's another horizon in the entertainment business, another horizon in television itself, and I think it will be a great opportunity for talented people. It will force better quality from commercial television. To compete, they'll do better things more often. I think it's very healthy. The controversy over toll-tv is to be expected because all progress seems to have terrible birth pains. Pay tv will come and it will be a wonderful new frontier for entertainment. I welcome it. I wish it would hurry up.

What has Talent Associates to do with NBC? Could you explain that for our readers?

We have no present contractual relationship with NBC. At one point, we were under exclusive contract to NBC 1½ years ago, whereby all programs that we devised or conceived would be on NBC only. That contract has expired. Several of the programs we will do this season will be on NBC, but that's a coincidence. As a matter of fact our big Du Pont and Armstrong Cork Co. projects are with CBS.

Is it also a coincidence that BBDO is the agency you're working closest with at the moment?

I like to think it's because they're the smartest and best advertising agency. It's more than coincidence. I think they have a good corner on brains in the advertising agency business.

I also like to think that we do a good job for them, which is why they keep coming back. The Armstrong Cork Co. is very happy with *Armstrong Circle Theatre;* Rexall was ecstatic with "Pinocchio"; Du Pont is very pleased with "The Prince and the Pauper." This is the best reason for our doing business with each other.

Not long ago you were reported at length as having comments on allegations of censorship in television programming. Do you want to comment on that?

Yes, I'd like very much to comment on that. I'm bored with the whining and complaining about the sterility of tv, about the censorship and the frustrations imposed by sponsors and advertising agencies. I don't find it to be true. There are exceptional circumstances with exceptional sponsors and agencies where the going is rough. But the great majority of sponsors and advertising agencies do give you your creative head. They are honest, enthusiastic partners in the common ambition to do the best possible programming job. The good sense and the basic intelligence that would pertain in motion pictures should and does pertain in television. We obviously do not do shows about homosexuality, miscegenation and minority group problems that would offend; neither is that sort of thing done in motion pictures. There is no vicious, insidious, stupid, ignorant set of strictures laid upon you by an agency or a sponsor. I have found them to be intelligent and cooperative people.

How about the length of a program? Do you think you could do a good job on a live show in a half-hour, or do you prefer the hour or the 90 minutes?

Well I have a preference. As we've found with the *DuPont Show of the Month,* you have more opportunity to express yourself in an hour and a half.

More money, too?

Yes, more money. But I have done, and believe I could do again, excellent half-hour shows. I think *Justice* was an excellent half-hour show in the mystery genre. *Peepers* was an excellent half-hour situation comedy.

You will work with other advertising agencies?

Oh yes, we want to very much. As a matter of fact, we spend a good deal of our time calling on the other advertising agencies, presenting new program ideas.

What sort of people do you represent in the management end of it?

We have given up management. We are strictly and solely a program package and production company.

You have done a little film tv work?

Oh yes, I did one. Maybe that's part of my conviction. I went to Paris while still under contract to NBC a year and a half ago and we shot a pilot of a new series. There are a lot of factors explaining why it didn't crystallize as a program. But basically, it was done against the pressure of the clock. I heard myself saying: "Okay, let's wrap it!" when I didn't want to wrap it. "Wrap it" is the phrase meaning "Put it in the can, that's it for all time."

Do you have some new ideas or new shows coming up?

Yes, we plan a very active mid-season agenda. We've got a number of new program formats—live—that we are now discussing with advertising agencies and sponsors. We have a situation comedy, a dramatic show, and are planning a number of specials that we hope to do between now and June. Then we have three special series that we have begun discussions on for next fall.

What network?

NBC, ABC and CBS. The specials require an inordinate amount of advance planning, so we are getting a long head start.

I'd like to say something—no one's asked me this—about the sponsors. I think a good deal of the dreadful drivel of this television season is partly traceable to an attitude of patronization of television by sponsors and agencies. Specifically, I can't believe that a sponsor sitting at home with his wife deciding what motion picture they might see on a particular evening would ever say: "Dear, let's hop off and see *Restless Gun.*" And I can't believe that Mrs. Sponsor says: "Oh, joy! Just what I hoped we'd do tonight!" So with *Wagon Train.* Yet this same sponsor buys that kind of program. And I think it's based on a terrible misconception about show business and television—Trying to predict what THEY'LL like—the mysterious and elusive and terribly generalized

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THEY. That way lies disaster. Buy what YOU like—what YOU, Mr. Sponsor, and YOUR wife would want to see as a movie at the local theatre! To look down upon television and buy for the mysterious THEM is utter nonsense. What's been bought this season is a pack of inanity and trivia that could have been bought only by people projecting what THEY'LL like. And I think that's not a little responsible for the debacle that this season represents.

Do you think there's any salvation for filmed shows?

Yes, if the economics ever change. I think someday—maybe the aegis of pay tv—budgets will be raised considerably. But a second thing would be necessary and that is (nobody ever stops to think about this) the day that John Ford, Willy Wyler, Joshua Logan, Elia Kazan, George Stevens—the really great motion picture minds—apply their intelligence and their imagination to tv film, we will have good, exciting tv film. Tv film is being made now by get-rich-quickers, by rejects and retreads from the motion picture industry. The real film giants are not the men making tv film. The tv films of today are made by has-beens and never-weres in the film business—by people hell bent for capital gains deals. When you see a film that says "George Stevens directed and produced"—you can bet your money it's going to be a good show. These people are above and beyond television films now and the people who are doing tv films are not equipped by God or talent to do the job. What you're getting are lacklustre extensions of their feeble talents.

'The tv films of today are made by has-beens'

As for myself, it is very difficult to watch television as I used to all evening. I would try to see some new writers and actors on other shows. I can take about an hour and ten minutes of it now with great discipline. My 14-year-old daughter recently asked me to buy her a transistor radio. I asked her why she wanted the radio and she had the most logical answer in the world: "Because I wanted to listen to it. I don't like television very much, Daddy, it's dull." Well, I bought her a transistor radio and I find her listening to it a good deal.

I noted with great joy and admiration John P. Cunningham's remarks at Atlantic City at the convention of Assn. of National Advertisers—his index of boredom, his nausea at the carbon copying of success formulas, the lack of inspiration and intelligence, the patronizing of the medium and the lustreless response to commercials [ADVERTISERS & AGENCIES, Nov. 4]. He is so right! It's heartening to find an advertising man who would get up on his feet and blast the industry. It needs blasting.

I care about television very deeply. It is potentially the greatest medium with the most influence on people's minds. And it's being run into the ground this season except for a few special shows. It's terribly dismaying and disheartening. I think newspaper men and critics—periodicals like yourselves—have a deep obligation to protest intelligently and consistently, because a single blast doesn't seem to move this industry. It must be a refrain, an intelligent, continuous refrain. The television potential hasn't been touched and yet we're living on a diet of mediocrity and pap.

Television is still an infant. As a merchandising weapon, as an advertising medium—there's nothing that can come anywhere close to it. But all that potential can come only if the entertainment conveying that message is good and exciting and dynamic. If it isn't, I believe Mr. Cunningham is quite right. The index of boredom is acutely high. The various networks come up with amusing figures to show that this horror season of programming has more listeners and viewers than last season had. Well, more people were born, I suppose, and fewer died, but I can't believe people are stimulated by this dreary level of entertainment. I think they're lulled to sleep with boredom, and if they're not lulled to sleep, they're lulled to inactivity. I cannot believe the advertiser is selling more goods. I think he's probably selling less goods. The American audience is in a trance. They have the sets on out of sheer habit, but their minds are asleep and their pocketbooks are zipped.

United Press 1 news produces!

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

◄ **Oscar S. Lewis,** general office manager, Liller, Neal & Battle, Atlanta, elected partner in firm. Mr. Lewis joined LN&B as head of accounting department in 1950.

Clay Scofield, account ► executive, Liller, Neal & Battle, also elected partner in firm. Mr. Scofield has been with LN&B since 1949. He served first in firm's public relations department and then moved into copy and account servicing departments.

Melvin A. Reilly, member of executive committee and vice president in charge of marketing of Thomas J. Lipton Inc. since 1955, elected director.

Robert H. Brinkerhoff, vice president and service head at Young & Rubicam, Chicago, appointed vice president in charge of that office, succeeding **Eldon E. Smith.**

Arthur W. Schultz, account supervisor at Foote, Cone & Belding, Chicago, elected vice president of agency.

John Cross, account executive, Compton Adv., N. Y., has been elected vice president. He currently is in charge of Gleem (Procter & Gamble) account.

Charles F. Junod, general sales and advertising manager of Pacquin Inc., N. Y., elected vice president. He joined toiletries firm in 1949.

Charles J. Nesbitt, account executive and secretary at Critchfield & Co., Chicago, elected executive vice president. **Robert D. Cunningham Jr.** and **Clarence H. Russell,** vice presidents, elected directors.

R. A. Phelps, vice president at Earle Ludgin & Co., Chicago, assumes additional duties as market development director.

Milt Watt, formerly publicity and advertising director for Republic Studios and operator of his own agency, to Goodman Adv. Inc., L. A., as vice president. **Bernice (Bunny) Walker,** formerly media director, Harrington-Richards and Smalley, Levitt & Smith agencies, joins Goodman in similar capacity.

E. B. Newsom, sales manager, Vick Chemical Co., N. Y., named vice president in charge of sales and sales promotion for Vick Products Div. **A. J. Elias,** advertising manager, elected vice president in charge of advertising and marketing. **J. S. Scott** succeeds Mr. Elias.

◄ **J. D. Elgin,** Socony Mobil Oil Co., N. Y., named advertising manager, succeeding **P. A. Gosman,** appointed special assistant to domestic marketing manager.

Theodore Kaufmann, with General Cigar Co. since 1932 and vice president in charge of manufacturing, named executive vice president.

◄ **Thomas C. Burrows** promoted from central region sales manager to general sales manager of Anheuser-Busch Inc. (brewery division), St. Louis. He succeeds **William Bien,** recently promoted to vice president-marketing.

Ken Craig, broadcast manager on Los Angeles accounts, Foote, Cone & Belding, who joined agency in August and worked out of Hollywood office, has resigned.

J. William McIlhenny, ► Ketchum, MacLeod & Grove, named manager of agency's Washington office. KM&G's new office has been set up to handle accounts of Air Transport Assn., American Aviation Publications Inc. and other accounts in Washington area, which previously have been serviced from Pittsburgh. Office temporarily is located at 726 Jackson Pl., N. W.

Lee Pevear, packaging coordinator, Lever Bros., N. Y., to newly-created position of packaging manager. **Charles H. Kitchell,** promotion services copy manager, to new post of promotion services manager.

◄ **Robert Moldafsky,** formerly account executive at The Martin Co., St. Louis, appointed national merchandising manager of The Kitchens of Sara Lee Inc., Chicago.

James R. Williams, formerly promotion-public relations director, American Kitchens Div., Avco Mfg. Corp., appointed director of public relations at Erwin Wasey, Ruthrauff & Ryan Inc. Adv., Chicago.

Mary Wells, formerly with C. J. La Roche and McCann-Erickson, to Doyle Dane Bernbach as copy supervisor on Max Factor account.

Gerald J. Kaufman, Smith & Dorian Inc., N. Y., promoted from copy writer to copy supervisor.

FILM

Elliott Abrams, midwest representative of Sterling Television Co., appointed manager of company's operations in new Chicago offices at 100 W. Monroe St.

John H. Alexander, Colorado Springs manager, Alexander Film Co.'s international section, named assistant to general manager of firm's national division.

Cedric Francis, head of Warner Bros. short subjects department, named administrative assistant to **William T. Orr,** television executive producer of WB. **Hugh Benson,** member of tv executive staff for past year, promoted to executive assistant to Mr. Orr.

NETWORKS

James E. Hart, 53, radio producer and writer, died Dec. 19 following heart attack at International Airport in New York. He and his wife, Elizabeth, had planned to leave New York for Texas. He had produced radio programs and written scripts for CBS and NBC.

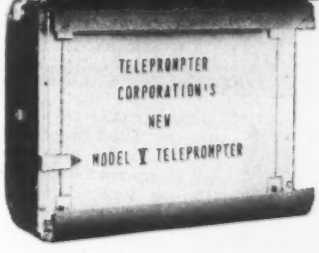
STATIONS

Ralph L. Atlass, founder ► and president of WIND Chicago until last December when Westinghouse Broadcasting Co. purchased station, has been named vice president, Chicago, for WBC. Since transfer of ownership, Mr. Atlass has been general manager of station.

◄ **Robert M. Lambe,** general sales manager in charge of sales and promotion since 1952 for WTAR-AM-TV Norfolk, Va., elected vice president in charge of sales. Before joining WTAR, Mr. Lambe was general sales manager of WFMY-TV Greensboro, N. C.

Jack Yeager, formerly with WOW Omaha and KGFW Kearney, Neb., to KIOA Des Moines as sales manager.

THE BEST FRIEND A STATION EVER HAD!



"Our experience has convinced us that TelePrompTer is an essential tool for the proper presentation of live announcements and shows. Ours are in use every day."

Mr. James Gerity, Jr., *President*
WNEM-TV, Bay City, Michigan

TELEPROMPTER CORPORATION

Jim Blair, Equipment Sales Manager
311 West 43rd Street, New York 36, N. Y., JUdson 2-3800

Our new TelePro 6000 is the only rear screen projector that permits color slides to be picked up by color cameras

◄ **Ralph Renick,** news director, WTVJ (TV) Miami, appointed vice president in charge of news. Mr. Renick has been with WTVJ for past nine years.

John C. Pefter, assistant ► general manager of WTAR Norfolk, Va., since 1952, named vice president in charge of operations. He has been with WTAR since 1930.

Edwin R. Gorby, WTAR-TV Norfolk, Va., to WBOY-TV Clarksburg, W. Va., as traffic manager.

John Baldwin, operations manager, WTCN-AM-TV Minneapolis-St. Paul, promoted to assistant manager for radio-tv. **Ted Snider,** west coast tv official, named program director for WTCN-TV.

◄ **George W. Yazell,** assistant manager and acting chief engineer, WJLS Beckley, to WOAY-TV Oak Hill, both West Virginia, as assistant manager in charge of local and regional sales.

Mary Warren, executive assistant in charge of programming-production, KCOP (TV) Los Angeles, named program director.

Robert B. Martin, manager, Music Supplier of Ohio (independent record distributor), Cincinnati, to WJBK Detroit as program director.

Homer Cunningham, formerly production manager-announcer, WIBW-AM-TV Topeka, Kan., to KWFT Wichita Falls, Tex., as program director. He succeeds **Blaine Cornwell,** who resigned to accept executive position with WKLO Louisville.

Alan Scott, formerly with WCAU-AM-TV and WPTZ (now WRCV-TV), both Philadelphia, to WFIL Philadelphia as host of *Alan Scott Show,* which will be presented on Monday-Friday, from 8 p.m. to 1 a.m.

◄ **Robert Townsend (Rob Randell),** formerly assistant manager, KCLS Flagstaff, Ariz., to KRIZ Phoenix as program director. **Andy Lane,** KRIZ, named production supervisor.

Chris Lane, announcer ► KAKC Tulsa, Okla., named program director. Before joining KAKC, Mr. Lane was with KOTV (TV) Tulsa, WTSK-TV and WKGN, both Knoxville, and WSM-TV Nashville.

REPRESENTATIVES

◄ **George Arnold,** formerly account executive and retail advertising specialist, KCBS San Francisco, to CBS Radio Spot Sales as manager of sales development. He will headquarter in New York and will direct nationwide sales activities.

Lee M. Vanden-Handel, director of broadcast media and account executive since 1953 of Force Inc., Paterson, N. J., advertising agency, to Peters, Griffin, Woodward Inc., N. Y., account executive staff. He earlier was with WPAT Paterson and WFUR Grand Rapids, Mich.

Arthur O'Connor, formerly with Foote, Cone & Belding, N. Y., to Devney Inc. that city.

PROGRAM SERVICES

Mrs. Bonnie Bourne, widow of late **Saul H. Bourne,** elected to board of directors of ASCAP to fill unexpired term of her husband. She is first woman to serve on board in ASCAP's 43-year existence.

Ward E. Colwell, southwest division personnel manager and Missouri-Kansas news manager, United Press, promoted to southwest division news manager.

Jeff G. Murray, formerly with *New Brunswick* (N. J.) *Home News,* has been named business representative for International News Service temporarily assigned to New York. At one time, Mr. Murray was with WTTT Coral Gables, Fla.

MANUFACTURING

Henry T. Heald, president of Ford Foundation, elected to board of directors of AT&T, replacing **Myron C. Taylor,** who has resigned after serving 28 years.

John C. Maxwell, senior partner in Tucker, Anthony & R. L. Day (member of New York Stock Exchange), elected to board of directors, General Precision Equipment Corp.

Percy L. Spencer, director, Raytheon Mfg. Co., elected senior vice president. He will continue to serve as manager of firm's microwave and power tube division.

Frank L. Miller, manager, product planning, General Electric specialty control department, Waynesboro, Va., appointed manager-marketing, GE power tube department, Schenectady, N. Y.

Samuel B. Fishbein, manager of Allen B. DuMont Labs.' New England military operations office at Wellesley, Mass., appointed assistant general sales manager of DuMont's military operations department.

Robert R. Williamee, renewal sales analyst, Sylvania Electric Products tube division, Emporium, Pa., since 1955, named supervisor of renewal sales service for Sylvania's radio tube division, Williamsport, Pa.

INTERNATIONAL

◄ **Les Chitty,** manager of Toronto office of BBDO, elected vice president of agency. He joined BBDO in 1956 when it opened its Toronto office, after 24 years in Canadian advertising, mostly with Cockfield, Brown & Co., Toronto, in radio-tv department.

Alfred J. Hodges, assistant advertising manager since 1954 of Sterling Drug Mfg. Ltd., Windsor, Ont., promoted to advertising manager.

J. Paul Moore, media ► coordinator and advertising budget control supervisor, Procter and Gamble Co. of Canada Ltd., to Needham, Louis & Brorby of Canada Ltd. as media director.

Eugene M. Kinney, general manager of hearing aid division of Zenith Radio Corp., elected vice president of Zenith Radio Corp. of Canada Ltd., subsidiary firm.

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IMMEDIATE DELIVERY ON
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ALLIED is the world's largest supplier of power and special-purpose tubes for broadcast station use. Look to us for immediate, expert shipment from the world's largest stocks of electronic supplies.

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Phone: HAymarket 1-6800

Station Authorizations, Applications

As Compiled by BROADCASTING

December 19 through December 24

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

New Tv Stations

APPLICATION

St. Petersburg, Fla.—Bay Area Telecasting Corp., vhf ch. 10 (192-198 mc); ERP 316 kw vis., 158 kw aur.; ant. height above average terrain 1,036 ft., above ground 1,074 ft. Estimated construction cost $1,100,000, first year operating cost $1,300,000, revenue $1,400,000. P. O. address 242 Beach Drive, North St. Petersburg, Fla. Studio location St. Petersburg, Fla. Trans. location 3 miles N.E. of New Port Richey, Fla. Geographic coordinates 28° 16′ 43″ N. Lat., 82° 40′ 24″ W. Long. Trans., ant. GE. Legal counsel Frank U. Fletcher, Spearman and Roberson, Washington, D. C. Consulting engineer Vandivere, Cohen and Wearn, Washington, D. C. Owners are **Louis Fried** (15.44%), **Curtis & Gross Inc.** (13.53%), **J. L. Van Volkenburg** (9.85%), **David E. Edmunds** (7.72%), **Robert A. James, Harry W. Bennett Jr.** and **Hal James** (each 5.03%) and others. Mr. Van Volkenburg is former president, **CBS-TV**. Mr. Bennett and Hal James each own 4.88% of **WVET-AM-TV Rochester, N. Y.** Mr. Fried is sales manager of watch firm. Curtis & Gross is building construction firm. Robert James has various business interests, as does Mr. Edmunds. Announced Dec. 19.

New Am Stations

APPLICATIONS

Hamden, Conn.—Albert L. Capstaff tr/as **Eastern States Bcstg. Co.**, 1220 kc, 1 kw D. P. O. address 147 Leroy Ave., Darien, Conn. Estimated construction cost $26,000, first year operating cost $40,000, revenue $65,000. Mr. Capstaff, sole owner, is president and owner of **WDEW Westfield, Mass.**, and president, general manager and 25% owner of **KVAS Astoria, Ore.** Announced Dec. 19.

Frederick, Md.—The Price Bcstrs. Inc., 1320 kc, 1 kw D. P. O. address 406 Carroll Parkway, Frederick, Md. Estimated construction cost $18,364, first year operating cost $45,000, revenue $60,000. Owners are **Ralph Lee Price Jr.** and **Ella Vivian Price** (each 50%). Mr. Price is commercial manager and general manager of **WPPA Pottsville, Pa.** Ella Price is women's director, WPPA. Announced Dec. 19.

New Fm Stations

APPLICATION

San Francisco, Calif.—MBS Inc., 95.7 mc, 11.07 kw unl. P. O. address 1440 Broadway, New York, N. Y. Estimated construction cost $16,861, first year operating cost $65,000, revenue $70,000. **MBS, Paul Roberts** president, is broadcast network. Mr. Roberts is 10% common stock owner, with **Louis M. Halper** 10%. **Occidental Petroleum** 10%, **Starrett Corp.** 10%, **Frieda B. Hennock** 10%, **H. Roy Roberts** 7½%, and others. Mr. Halper is in construction. Starrett Corp. manufacturers ice cream. Frieda Hennock, attorney, was FCC Comr.—1948-1955. H. Roy Roberts has realty and oil interests. Announced Dec. 19.

Ownership Changes

APPLICATIONS

KBIS Bakersfield, Calif.—Seeks assignment of license from **Marmat Radio Co.** to **Eastern Electrosonic Industries Corp.** for $165,000. Eastern Electrosonic is owned by **Lexmont Corp.** (90%) and **William E. Casey** (10%). **Mr. Casey** is officer of Eastern Electrosonic, manufacturer of sonic devices, and of Lexmont Corp., real estate holding corp. Broker, Wilt Gunzendorfer & Assoc. Announced Dec. 20.

KNOB Long Beach, Calif.—Seeks assignment of license and cp from **Raymond B. Torian** and **John W. Doran** d/b as **Cerritos Bcstg. Co.** to **Cerritos Bcstg. Co.** for $4,000 to Mr. Doran and 2500 shares in assignee corp. to Mr. Torian. Cerritos Bcstg. Co. is owned by Mr. Torian (50%), **Alex N. Stein** (25%) and **Frank James** (25%). Mr. James is owner of **KSPA Santa Paula, Calif.** Mr. Stein is sales manager of KNOB. Announced Dec. 12.

WQAM Miami, Fla.—Seeks assignment of license from **Miami Bcstg. Co.** to **Mid-Continent Bcstg. Co.** Corporate change. Announced Dec. 19.

WTAL Tallahassee, Fla.—Seeks assignment of license from **John H. Phipps** to **WTAL Inc.** for $149,572. WTAL Inc. is owned by **Victor C. Diehm, Hilda M. Deisroth, George M. Chisnell** (each 22.85%), and others. Mr. Deihm is ⅓ owner of **WAZL-AM-FM-TV Hazelton, Pa.**, 51% owner of **WIDE Biddeford, Me.**, 20% owner of **WHOL Allentown, Pa.**, Hilda Deisroth is ⅓ owner of WAZL-AM-FM-TV, 20% owner of WHOL. Mr. Chisnell is ⅓ owner of WAZL-AM-FM-TV, 20% owner of WHOL. Announced Dec. 18.

WLAQ Rome, Ga.—Seeks assignment of license from **Mitchell Melof** to **Don Mitchell's WLAQ Inc.** Corporate change. No control change. Announced Dec. 20.

WBLN Bloomington, Ill.—Seeks transfer of stock in permittee corp. **(WBLN Television Inc.)** to reorganize corporate structure. Announced Dec. 20.

WASK, WFAM-TV Lafayette, Ind.—Seeks assignment of license from **WFAM Inc.** to **Lafayette Bcstg. Inc.** Corporate change, no control change. Announced Dec. 20.

WGUY Bangor, Me.—Seeks transfer of control of licensee corp. **(Bangor Bcstg. Corp.)** from **Sherwood J. Tarlow, Hilda R. Tarlow** and **Frank Cohen** to **Melvin L. Stone, David L. Royte** and **Faust Couture** for $30,000. Mr. Couture is president and 99.6% owner of **WCOU-AM-FM Lewiston, Me.**, 25% owner of **WLOB Portland, Me.**, president and 99.6% owner of **WFAU Augusta, Me.** Mr. Royte is commercial and sales manager of WLOB. Mr. Stone is president and 76.716% owner of **WRUM Rumford, Me.**, 25% owner and

NATION-WIDE NEGOTIATIONS • FINANCING • APPRAISALS

RADIO • TELEVISION • NEWSPAPER

EASTERN	MIDWEST	SOUTH	SOUTHWEST	WEST
FULLTIME LOCAL	NETWORK FULLTIME	CAROLINA NETWORK	MAJOR MARKET	MAJOR NORTHWEST
$250,000	$150,000	$160,000	$175,000	$165,000
Excellent facility. Good staff and high profits. Includes real estate valued at $50,000. Terms available.	Terrific agricultural and urban coverage. Making money. Well equipped. Terms available. Good real estate.	Excellent medium market fulltimer on fine frequency. Low down payment and good terms. Needs owner-manager.	This daytime independent will gross almost the asking price and is showing a good profit. Good terms to qualified buyer.	Serving $350,000,000 retail sales. Excellent staff. Good audience rating. Priced realistically. 29% down.
WASHINGTON, D. C.	CHICAGO, ILL.	ATLANTA, GA.	DALLAS, TEX.	SAN FRANCISCO
Wm. T. Stubblefield 1737 DeSales St., N. W. EX 3-3456	Ray V. Hamilton Barney Ogle Tribune Tower DE 7-2754	Jack L. Barton 1515 Healey Bldg. JA 3-3431	Dewitt (Judge) Landis Fidelity Union Life Bldg. RI 8-1175	W. R. (Ike) Twining 111 Sutter St. EX 2-5671

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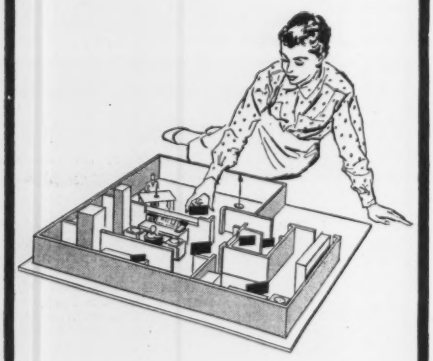

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Complete brochure, including floor plans, equipment requirements and discussion of current trends now available. For your free copy, write to RCA, Dept. AE-22, Building 15-1, Camden, N.J.

RADIO CORPORATION of AMERICA

RCA Tmk (s) ®

general manager of WLOB, president and ⅓ owner of **WSME Sanford, Me.**, president and 55.493% owner of **WGHM Skowhegan, Me.** Announced Dec. 11.

WVPO Stroudsburg, Pa.—Seeks acquisition of positive control of licensee corp. (**Pocono Bcstg. Co.**) by **James H. Ottaway, Ruth B. Ottaway** and **John R. Tappan** as trustees through transfer of stock from **Ruth W. Ottaway, James H. Ottaway Jr.** and **David B. Ottoway.** Corporate change. Announced Dec. 10.

WHBG Harrisonburg, Va.—Seeks assignment of license from **Robert C. Currie Jr.** and **Frederick R. Griffiths,** d/b as **Valley Bcstrs.** to **Valley Bcstrs. Inc.** Corporate change. No control change. Announced Dec. 19.

KQTY Everett, Wash.—Seeks assignment of license from **Walter N. Nelskog, Paul Crain** and **Archie Baker,** d/b as **Snohomish County Bcstrs.** to Walter N. Nelskog and Paul Crain, d/b as Snohomish County Bcstrs. for $14,800. Announced Dec. 19.

KOFE Pullman, Wash.—Seeks assignment of license from **John Ronald Bayton** and **Maynard Frederick Hicks,** d/b as **Bayton and Hicks** to **KOFE Inc.** for $60,000. KOFE Inc. is owned by **Herbert E. Everitt** (60%) and others. Mr. Everitt has been ⅔ owner and general manager of **KART Jerome, Idaho.** Announced Dec. 17.

Hearing Cases

INITIAL DECISIONS

Hearing Examiner Basil P. Cooper issued initial decision looking toward granting application of **Radio Hawaii Inc.,** to change frequency of **KPOA Honolulu, Hawaii,** from 630 kc to 650 kc and increase power from 5 kw to 10 kw unl. Announced Dec. 19.

Hearing Examiner J. D. Bond issued initial decision looking toward denying application of **Greenwich Bcstg. Corp.** for new am station to operate on 1490 kc, 250 w unl. in **Greenwich, Conn.** Announced Dec. 19.

Hearing Examiner H. Gifford Irion issued initial decision looking toward grant of application of **Noble-De Kalb Bcstg. Co. Inc.,** to change facilities of **WAWK** (formerly **WKTL**) **Kendallville, Ind.,** from operation with DA to nondirectional (1570 kc, 250 w D); condition. Announced Dec. 23.

OTHER ACTIONS

Commission announced its decision of Dec. 18 waiving "10 percent rule" and granting application of **Sarasota Bcstg. Co.** for mod. of cp of **WKXY Sarasota, Fla.,** for change of facilities on 930 kc from 1 kw D, DA, to 1 kw D, 500 w N, DA-2. Comrs. Doerfer (Chairman) and Hyde dissented; Comr. Ford abstained from voting. Announced Dec. 19.

Commission announced its order of Dec. 19 which (1) granted petition by **Television Spokane Inc.** to withdraw appearance and protest, (2) granted joint petition by **Louis Wasmer** and **KREM Bcstg. Co.** for reinstatement of Sept. 25 grant of assignment of licenses of **KREM-AM-FM-TV** (ch. 2) **Spokane, Wash.,** from Wasmer to KREM Bcstg. Co., and (3) dismissed protest, terminated proceeding and made grant effective immediately. Comrs. Bartley and Ford issued dissenting statement. Announced Dec. 20.

Routine Roundup

ACTIONS BY FCC

PETITIONS FOR RULE MAKING FILED

Springfield Television Bcstg. Corp., WWLP Springfield, Mass.—Petition requesting amendment of Sec. 3.606 to allocate ch. 74 to **Springfield, Vt.,** with attendant other channel changes, as follows: delete ch. 74 from **Bennington, Vt.,** and add ch. 69 to same; delete ch. 75 from **Concord, N. H.,** and add ch. 15 to same; delete ch. 15 from **Portsmouth, N. H.,** and add ch. 21 to same; and delete ch. 30 from **St. Johnsbury, Vt.,** and add ch. 75 to same. Announced Dec. 20.

PETITIONS FOR RULE MAKING DENIED

WKNE Corp., WKNE-TV Keene, N. H.—*Petition requesting rule making to delete ch. 11* at **Durham, N. H.,** and specify ch. 11 at **Keene, N. H.,** for commercial use; and to delete ch. 45 at Keene and specify chs. 75, 76 or 83 at Durham, N. H., for educational use. Petitioner further requests the issuance of an order to show cause against WKNE Corp. requesting it to shift the assignment of **WKNE-TV Keene, N. H.,** from ch. 45 to ch. 11.

Salisbury Bcstg. Corp., Worcester, Mass.—*Petition requesting rule making whereby ch. 11, assigned to **Durham, N. H.,** for non-commercial educational purposes, is reassigned to **Worcester, Mass.,** for commercial operation, and coincidentally that ch. 21 is assigned to Durham for educational purposes, should the latter be deemed in the public interest.

*Above petitions denied by memorandum opinion and order adopted Dec. 11, 1957 and released Dec. 16, 1957.

ACTIONS ON MOTIONS

By FCC, upon request of **W. A. Simpson,** Secretary, Air Coordinating Committee, Airspace Panel, Commission on Dec. 18 granted extension of time from Dec. 16 to Jan. 15, 1958 for filing comments and for filing reply comments from Dec. 26 to Jan. 25, 1958 in tv rulemaking proceeding involving **Panama City, Fla.**

By Comr. Robert E. Lee on the dates shown

Granted petition of Broadcast Bureau for extension of time to Jan. 7, 1958 to file comments to petition for reconsideration filed by **Pierce Brooks Bcstg. Corp (KGIL) San Fernando, Calif.** Action Dec. 16.

Granted request of **Texas Technological College** that its "Petition for Immediate Grant" of its application for new tv station to operate on ch. 5 in **Lubbock, Tex.,** be withdrawn and petition is dismissed. Action Dec. 17.

By Chief Hearing Examiner James D. Cunningham on December 18

Denied petitions filed Dec. 9 and 13 by **Western Television Co.** to intervene in proceeding on application of **Texas Technological College, Lubbock, Tex.**

By Hearing Examiner Jay A. Kyle on December 17

Pursuant to prehearing conference on Dec. 17 and with concurrence of all counsel, ordered that exchange of direct case in writing of each applicant shall be made on or before Jan. 15, 1958, and that hearing scheduled for Jan. 8 be continued without date re applications of **Walter G. Allen, Huntsville, Ala.,** and **Marshall County Bcstg. Co. Inc., Arab, Ala.**

By Hearing Examiner Thomas H. Donahue on dates shown

On motion of **Kermit F. Tracy, Fordyce, Ark.,** and without objection from any other participant in proceeding on am applications of Tracy and **Jefferson County Bcstg. Co., Pine Bluff, Ark.,** ordered that date for filing direct written presentations is extended from Dec. 16 to Jan. 2, 1958, and date for hearing from Dec. 20 to Jan 6. Action Dec. 16.

On petition of **United Telecasting and Radio Co.,** and with consent of counsel for the Broadcast Bureau, only remaining participant in proceeding, ordered that hearing record in proceeding on application of United for new tv station to operate on ch. 9 in **Ogden, Utah,** is opened for limited purpose of receiving into evidence **United's Exhibit No. 29,** and is again closed. Action Dec. 17.

Ordered that hearing scheduled for Dec. 20 is

The Sunny Southwest

$200,000.00

Fulltime independent in major market. Presently showing profit and consistent improvement. $75,000 down and five years to pay balance.

$200,000.00

Fulltime network affiliate on fine facility. A top growth market. Profitable, with good assets. $75,000 down and reasonable payout.

Exclusive with

Blackburn & Company

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To Be Seen by 77,440* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
*1956 ARB Continuing Readership Study

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COMMERCIAL STATION BOXSCORE

As Reported by FCC through Nov. 30

	AM	FM	TV
LICENSED (all on air)	3,113	527	392[1]
CPS ON AIR (new stations)	67	10	147[2]
CPS NOT ON AIR (new stations)	109	51	117
TOTAL AUTHORIZED STATIONS	3,289	588	656
APPLICATIONS FOR NEW STATIONS (not in hearing)	374	32	72
APPLICATIONS FOR NEW STATIONS (in hearing)	116	9	50
TOTAL APPLICATIONS FOR NEW STATIONS	490	41	122
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	218	20	35
APPLICATIONS FOR MAJOR CHANGES (in hearing)	27	1	11
TOTAL APPLICATIONS FOR MAJOR CHANGES	245	21	46
LICENSES DELETED	0	0	0
CPS DELETED	1	0	2

SUMMARY OF STATUS OF AM, FM, TV

Compiled by BROADCASTING through Dec. 24

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps	Not on air	For new stations
AM	3,113	67	119	503
FM	527	10	59	48
TV (Commercial)	392[1]	147[2]	119	131

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through Dec. 24

	VHF	UHF	TOTAL
COMMERCIAL	413	84	497[3]
NON-COMMERCIAL	22	6	28[4]

[1] There are, in addition, six tv stations which are no longer on the air, but retain their licenses.
[2] There are, in addition, 89 tv cp-holders which were on the air at one time but are no longer in operation.
[3] There have been, in addition, 177 television cps granted, but now deleted (33 vhf and 144 uhf).
[4] There has been, in addition, one uhf educational tv station granted, but now deleted.

continued indefinitely in proceeding on am applications of **South Norfolk Bcstg. Co. Inc., South Norfolk, Va., and Denbigh Bcstg. Co., Denbigh, Va.**, to permit designation of two other applications into this proceeding, and ordered that prehearing conference will be held on Feb. 14, 1958. Action Dec. 17.

By Chief Hearing Examiner James D. Cunningham on dates shown

By memorandum opinion and order, denied petitions of **Western Empire Bcstrs. Inc. (KRNO) San Bernardino, and Ben S. McGlashan (KGFJ) Los Angeles**, to intervene in proceeding on am application of **Pierce Brooks Bcstg. Corp. (KGIL) San Fernando, Calif.** Action Dec. 18.

Order that hearing shall commence on Feb. 10, 1958, in matter of transfer of control of **Ware Bcstg. Corp. (KIHO) Sioux Falls, S. D.**, from **James A. Saunders** to **William F. Johns Jr.** Action Dec. 20.

By Hearing Examiner Jay A. Kyle on December 19

Pursuant to prehearing conference on Dec. 19, and with concurrence of all counsel, ordered that hearing scheduled for Dec. 23 is continued without date re am application of **George A. Hormel II (KQAQ) Austin, Minn.**

By Hearing Examiner Basil P. Cooper on December 18

Issued order following first prehearing conference in proceeding on application of **St. Anthony Television Corp. and WTVJ Inc.**, for new tv stations to operate on ch. 11 in **Houma, La.**; further prehearing conference will be held on Jan. 22, 1958 and evidentiary hearing scheduled for Jan. 13 is continued to date to be announced at further prehearing conference.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of December 20

WGPA-AM-FM Bethlehem, Pa.—Granted acquisition of positive control by **Mrs. Pauline Adams** through purchase of stock from **David Brillhart, Evelyn W. Brothers**, et al., by licensee corporation and retirement thereof.

WGMA Hollywood, Fla.—Granted assignment of license to **Melody Music Inc.**

"Whatever your broadcast needs, go straight to Collins"

KPOJ-AM-FM Portland, Ore.—Granted involuntary transfer of control from **Maria C. Jackson** to **David L. Davies** and **The United States National Bank of Portland**, as **Executors of Estate of Maria C. Jackson**, deceased.

KPLC-AM-TV Lake Charles, La.—Granted assignment of license and cp to **T. B. Lanford** and **Louis M. Sepaugh**, d/b with same name.

KAPA Raymond, Wash.—Granted authority to broadcast specified hours Monday through Saturday from 6:30 a.m. until 6:30 p.m. PST, except on special occasions when station will operate after 6:30 p.m. to serve public interest.

WCLW Mansfield, Ohio—Granted mod. to make changes in DA pattern; condition.

WRIK-TV Ponce, P. R.—Granted mod. of cp to change type trans. and change type ant. and transmission line; ERP vis. 1.41 kw, aur 0.708 kw, ant. -110 ft.

Following were granted extensions of completion dates as shown: **WROM-TV Chattanooga, Tenn.**, to 7-6-58; **WBRE-TV Wilkes-Barre, Pa.**, to 2-28-58; **WBUF Buffalo, N. Y.**, to 4-1-58; **WLAN-TV Lancaster, Pa.**, to 7-1-58; **WJIM-TV Lansing, Mich.**, to 2-10-58; **KRCG Jefferson City, Mo.**, to 6-28-58; **KMVA-TV Victoria, Tex.**, to 7-1-58.

Actions of December 19

WULA Eufaula, Ala.—Granted assignment of license to **Dixie Radio Inc.**

WVPO Stroudsburg, Pa.—Granted acquisition of positive control by **James H., Ruth B. Ottaway** and **John R. Tappan**, as **Trustees** through transfer of stock from **Ruth W., James H.** and **David B. Ottaway.**

WYZE Atlanta, Ga.—Granted acquisition of positive control by **George C. Nicholson** and **Chester H. Jones** through purchase of stock from **Henry W. Lanham** and **Bill R. McRae.**

WVMC Mt. Carmel, Ill.—Granted assignment of license to new partnership with newcomer **T. Keith Coleman** d/b with same name.

KSHO-TV Las Vegas, Nev.—Granted license for tv station; ERP vis. 11 kw, aur 5.5 kw., ant. 130 ft.

WINA Charlottesville, Va.—Granted license covering cp for installation of new trans. as alternate main trans. at main trans site.

WJET Erie, Pa.—Granted license covering installation of new trans. as alternate main trans. at main trans. site.

KSWA Graham, Tex.—Granted license covering installation of new trans.

WNOG Naples, Fla.—Granted license covering changes in ant. system (decrease height).

WAMM Flint, Mich.—Granted license covering changes in DA system.

KACT Andrews, Tex.—Granted license covering increase in power from 500 w to 1 kw and installation of new trans.

KELA Centralia-Chehalis, Wash.—Granted license covering increase in daytime power from 1 kw to 5 kw, installation of new trans. and changes in ground system; condition.

Granted licenses for following am stations: **WCLC Jamestown, Tenn; WRAM Monmouth, Ill.**, conditions; **WHLT Huntington, Ind.**, conditions; **WVIP Mount Kisco, N. Y.**, and specify change in type trans. and studio as same as trans. location; conditions.

KNEV Reno, Nev.—Granted cp to increase ERP of fm station to 35 kw and to modify existing broadcast amplifier.

WNRI Woonsocket, R. I.—Granted cp to change studio and trans. location and install new trans.

WLAN Lancaster, Pa.—Granted cp to install new trans. as aux. trans. at main trans. site.

WICE Providence, R. I.—Granted cp to install new trans. as aux. trans. at main trans. site, and operate trans. by remote control.

KOWN Escondido, Calif.—Granted mod. of cp to change type trans.

KPAP Redding, Calif.—Granted mod. of cp to change ant.-trans. site.

KNEV (FM) Reno, Nev.—Granted mod. of cp to substitute certain type tubes in final amplifier.

KTYM Inglewood, Calif.—Granted mod. of cp to change type trans., studio location and operate trans. by remote control.

Following were granted extensions of completion dates as shown: **WDSK Cleveland, Miss.**, to 6-24-58; **KZEY Tyler, Tex.**, to 1-15-58, conditions on both; **KINY-TV Juneau, Alaska**, to 3-31-58; **WEAM Arlington, Va.**, to 4-15-58; **KBMK Bismarck, N. D.**, to 6-1-58.

KZEY Tyler, Tex.—Granted mod. of cp to change type trans.

Actions of December 18

KLYN Amarillo, Tex.—Granted assignment of cp to **Nichols-Whitney Bcstrs.**

KRE Berkeley, Calif.—Granted license covering installation of new ant.; condition.

KWBR Oakland, Calif.—Granted license covering installation of old main trans. as aux. trans. at studio location.

WRAP Norfolk, Va.—Granted license to use old main trans. as aux. trans. at main trans. site; condition.

WROW Albany, N. Y.—Granted mod. of license to change name to **Capital Cities Television Corp.**

WSAJ Grove City, Pa.—Granted authority to remain silent beginning Dec. 14 and ending Jan. 4, 1958, in order to observe Christmas recess.

KFAD Fairfield, Iowa.—Granted extension of authority to remain silent for additional period ending Jan. 9, 1958, due to bankruptcy.

Continues on page 82

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

- **DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.**
- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum*.**
- **All other classifications 30¢ per word—*$4.00 minimum*. • DISPLAY ads $20.00 per inch.**
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

If you are a salesman or announcer and feel you are ready for a big market like Washington, D. C., contact WEAM, Arlington, Va.

Management

Eastern chain has new station under construction. **Needs assistant station manager immediately. Eventually promotion to manager. Applicant must have several years announcing experience, sales experience, must be married, must have car. Send tape, resume and photo. Box 157C, BROADCASTING.**

General manager: Midwest single station market in a city over 100,000. Fastest growing area. Want proven aggressive big thinking man who knows how to get time sold. Box 491C, BROADCASTING.

Sales

Salesman: Experienced, aggressive man can earn $10,000 plus in this competitive Connecticut market. 5,000 watt fulltime independent station has immediate opening for real plugger. $100.00 draw against 20% commission. Send complete resume. Box 427C, BROADCASTING.

Announcer-salesman wanted. Good salary for announcing shift, 15% sales commission. Located in South Carolina town of 25,000. Box 439C, BROADCASTING.

Announcer-salesman, emphasis sales. Good opportunity for competent man. Start $95 plus percentage. Single station market. Box 465C, BROADCASTING.

Sales manager. Good small market. Unusual compensation if you are selected: Based on complete station gross including national, regional and local: To $6,000 month $600 guarantee; on 6500-$615; on 7500-$880; on 8500-$1075; on 9500-$1225; on 10,500-$1690. Sales manager hires and pays salesman. Station pays first $300 on first salesman and first $200 on each salesman after first man. This is a responsible and good paying job. Don't waste my or your time if you can't measure up. All replies will be answered. For complete details write and send full resume to Box 475C, BROADCASTING.

Good opportunity in a leading market, Wilmington, Delaware, for experienced radio salesman. Guaranteed $125 per week against 15% commission. Personal interview necessary. List age, education, experience and present billing. Box 522C, BROADCASTING.

Northwest, small town, 5000w CBS affiliate needs alert, aggressive sales manager on salary and commission basis. Box 523C, BROADCASTING.

If you're an A-1 salesman and think you can do a real job in one of Florida's fastest growing metropolitan areas, and if you'd like a very substantial draw against a 15% commission—rush resume to Ed Brown, 515 Madison Ave. N. Y. C.

The man we want is young, absolutely reliable, and capable of becoming sales manager for a very good small market station. He must have at least two years of sales experience and understand that his compensation is related to his own efforts. For such a man we have a very good proposition. Write for full particulars to Dick Vick, KGEZ, Kalispell, Montana.

Reliable salesmen-announcers wanted for midwest station group. Good pay, opportunities. Bill Tedrick, KWRT, Boonville, Missouri.

Dependable sales manager for progressive Texomaland market. Salary, commission, over-ride. Some air and mobile news work available. Furnish full information first contact. Randall McCarrell, KTAN, Sherman, Texas.

Salesman-announcer-assistant manager wanted immediately. Established station, Good deal. Contact Bill Tedrick, KWRT, Boonville, Missouri.

Account executive for America's No. 1 country-music station, WARL, Arlington, Virginia. Good salary plus substantial commission. Paid vacation. Opportunity for advancement in management post in our other operation. Call Bob Cobbins, Kenmore 6-9000.

RADIO

Help Wanted—(Cont'd)

Sales

Top sales opportunity for experienced self-starter to become sales manager in 150,000 market. WKLZ, Kalamazoo.

Announcers

Pennsylvania chain needs experienced announcers. **Good working conditions, 40-hour week, paid vacation, time and half, $85 a week. Minimum one-year experience necessary. Excellent opportunities for advancement to executive position. Send tape, with news, commercials, and sample music program, plus resume and photograph. Box 274B, BROADCASTING.**

Combo news-staff man with emphasis on news in depth. Permanent berth in major Ohio metropolitan market to man who can cut the mustard. Starting salary commensurate with experience and ability. Send resume, photo, tape and other pertinent information first letter. Box 197C, BROADCASTING.

Good dependable combination man, southern market. Write Box 234C, BROADCASTING.

Station in Texas resort city needs staff announcer with superior voice, authoritative delivery. Box 337C, BROADCASTING.

Announcer with excellent voice, highly talented in ad lib and interviewing techniques wanted by network station in important Texas city. Box 338C, BROADCASTING.

Announcer for progressive independent in northern vacationland. No floaters. Send tape and background immediately. Box 366C, BROADCASTING.

Western Virginia daytimer needs capable announcer with first ticket. $85.00 per week or better, depending on experience. Box 385C, BROADCASTING.

Announcer-first class engineer or a salesman-first class engineer for northeastern station. Pleasant working conditions, vacation arrangement. Box 390C, BROADCASTING.

Staff announcer 250 watt network station wanted. Send complete details including salary expected. Tape, etc., will be returned. Box 437C, BROADCASTING.

Experienced negro personality dj for Chicago. Top salary for right man. Send background, photo and brief taped sampling of news, dj and commercial ability at once, special delivery. Box 443C, BROADCASTING.

$90.00 per week start. Montana news music operation has opening for dj. Outline experience. Tape if possible. Box 453C, BROADCASTING.

Florida, south coast. Aggressive independent needs personality pop-dj. Send tape, resume, references. $100 week to start. Box 468C, BROADCASTING.

Work in successful station with excellent facilities, congenial staff, and good opportunities. If you have pleasant voice, and good delivery, send resume to Box 470C, BROADCASTING.

Morning man, to run the morning show of a western Pennsylvania established station. Must be experienced, have imagination and do a smooth running show. Board experience necessary. $75 for 40 hour week. Send tape and references. Box 471C, BROADCASTING.

Top Texas daytimer in semi-metropolitan market needs a smooth dj with first phone, light on engineering side. Solid base pay plus extra income opportunities at progressive station now in 35th year. Box 480C, BROADCASTING.

5 kw fulltime Georgia independent needs hillbilly announcer without the accent. Must have voice good enough for production spots. Prefer party who is available for personal interview. Send tape and letter with all information including references. Box 483C, BROADCASTING.

Announcer wanted, must be mature, experienced, warm, friendly personality with ability to sell on the air. Please submit resume, tape and picture with your letter. No recent radio school graduate, please. Box 484C, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Announcers

Texas regional needs experienced morning man. $85.00 for 42 hours. Good opportunity for advancement. Air mail resume, photo, tape. Box 509C, BROADCASTING.

Wanted, fast styled dj in tremendous radio market. We are top station. Want no network announcers. Excellent showcase. Rush tape. Ideal place to live in southern California. Box 513C, BROADCASTING.

Progressive independent daytimer reaching New York has opening for good experienced announcer. Box 520C, BROADCASTING.

Young, energetic morning man. Mutual affiliate. Send tape, resume immediately. KAWT, Douglas, Arizona.

Negro dj. Experienced only, for WFEC, Miami, Florida. Send tape and resume immediately.

WFRL, Freeport, Illinois has immediate opening for experienced staff announcer. 48-hour week, overtime over 40 hours. Paid vacations, free insurance, daytime operation. Write or call Bud Walters.

Wanted at once one good announcer with 1st class ticket and maintenance experience. Must be clean cut and reliable. Send audition and full details to Bill Stewart, WPBC, Minneapolis.

Experienced versatile announcer who knows popular music for Washington, D. C. area independent. Send resume, tape and photo to Jack Moran, WPIK, Alexandria, Virginia.

Technical

Need 1st class engineer for combined am-fm-tv operations in mid-western city of 60,000 pop. Prefer man with some broadcast experience. Send resume, photo 1st letter. Box 421C, BROADCASTING.

Radio station near Atlanta has immediate opening for combination engineer-announcer. Must have FCC commercial first radio-telephone license. Above average salary, vacation policy, and other benefits. Excellent opportunity for advancement. Box 423C, BROADCASTING.

Combination engineer-announcer for small town southeastern 1000 watt station. Long experience not essential, good character is. Tape, photo and detailed resume with first letter to Box 432C, BROADCASTING.

Excellent job open for good combo announcer-engineer. Send complete details including audition tape which will be returned. Job pays $100 weekly. Box 438C, BROADCASTING.

Chief engineer with good voice for 1000 watt western station. Fine market and living conditions—$500 per month. Send tape, complete information to Box 452C, BROADCASTING.

Southeastern independent has immediate opening for engineer-announcer. Excellent opportunity and excellent pay. Send tape, photograph, resume to Box 508C, BROADCASTING.

Wanted. First class engineer with good announcing voice. Top pay. State salary requirements, include tape and picture. Rush to Box 510C, BROADCASTING.

Need engineer or engineer-announcer for 5kw Wisconsin station. Personal interview required. Recent graduates considered. Box 524C, BROADCASTING.

Chief engineer with broad experience in preventive maintenance for 250 watt, 24 hour operation. Must have practical knowledge of recording and equipment. Give complete background with anticipated salary. Write Joe DuMond, Jr., Assistant Manager, KAIR, Tucson, Arizona.

Engineer-announcer with first class ticket for America's No. 1 country-music station WCMS, Norfolk, Virginia. Highest salary to qualified man. Call Roy Lamare, Madison 5-0525.

Wanted, chief engineer for 100 watt daytime station. New equipment, remote control, good working conditions. Must have experience in radio equipment, maintenance. WKBC, North Wilkesboro, North Carolina.

RADIO

Help Wanted—(Cont'd)

Technical

Wanted: First class engineer. Sales or announcing experience helpful. Job with future. Best references required. Write Radio Station WKIN, Kingsport, Tennessee.

Engineer: First phone immediately, experience desired but not essential. Send complete resume and salary requirements to C. E., WLAP, Lexington, Kentucky.

Chief engineer. Announcing helpful, but not necessary! Top pay for the right man. Southeast. Immediate opening. WLAS, Jacksonville, N. C.

Production-Programming, Others

Do you write sparkling, attention getting commercials? Fast with an idea? Then, you're needed at leading Illinois indie. Work with an aggressive staff that helps make the spots flow. Salary tops, too! Send resume and copy. We'll call! Box 341C, BROADCASTING.

Wanted: Wide awake newsman or girl. One who can write and gather local news. Apply Ed Allen, WDOR, Sturgeon Bay, Wisconsin.

Continuity writer experienced in straight production, copy, good typist. Prefer man. Immediate opening. Call collect, Easton, Pa., 6155, Art Burns, WEEX.

Experienced local newsman for station WSLB, Ogdensburg, N. Y. Assume complete responsibility for gathering, writing and broadcasting news. Good salary and working conditions. Contact George Bingham, WKIP, Poughkeepsie, N. Y.

Newsman wanted immediately. Gather air, local news. Ohio town 36,000. Desire permanent, experienced, hard worker. College grad preferred. Apply only if you know you can do top-notch job! Salary depends on you. Send tape, photo, references, resume. Dick Scholem, WTIG, P. O. Box 573, Massillon, Ohio. Telephone TE 2-5023.

RADIO

Situations Wanted

Management

Recently sold my station after ten years of profitable operation. Ready to bring you a most thorough and comprehensive knowledge of the broadcasting business, all phases. Married, family, 37 years old, available February. Looking for community with a future. Box 224C, BROADCASTING.

General manager available sometime in January. Family man with good references, and solid experience. Best terms present company as general manager. Leaving for best offer that brings advancement in my profession. Records and personal meeting will indicate I'm an excellent bet for a progressive radio operation. Box 405C, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Management

General manager, age 32. Primarily a salesman, with energy and know-how to build business and a competent sales force. Good with personnel and programming. Box 481C, BROADCASTING.

Seeking manager position in small or new am station in Los Angeles area. Engineer with sales experience, 36 years, vet W. W. II. Box 495C, BROADCASTING.

Manager or assistant manager. 9 years radio. 2½ years business management. B. S. radio production. Top references. Sober, reliable, sensible. Family. 30. Prefer southwest or midwest. Will consider reasonable salary, commission, or combination for opportunity. Box 496C, BROADCASTING.

Manage-owner, now selling. Can give any operation network quality. Excellent proven sales record. 11 years experience. Built present station from ground up. 29 years old, married, children. Excellent references. Box 502C, BROADCASTING.

Manager: small-medium market. Good saleable ideas, will increase sales and cut expenses. Take full charge of operation and do sports too. 10 years experience. Married, 3 children. $110 week plus percentage. Box 506C, BROADCASTING.

Sales

Experience in radio and tv all phases. Wish to relocate with opportunity for advancement. $125 minimum. Jeff Guier, WBEX, Chillicothe, Ohio.

Announcers

Basketball announcer, 7 years experience. Finest of references. Excellent voice. Box 898B, BROADCASTING.

Girl-personality, dj, run own board, eager to please. Free to travel, gimmicks, and sales. Box 204C, BROADCASTING.

Personality-dj strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 205C, BROADCASTING.

Deep, friendly voice. 4 years staff announcing experience. Prefer midwest. $90 minimum. Box 367C, BROADCASTING.

Looking for announcer that sells hard; sells soft when needed, understands value of personality in radio and tv shows? I'm your man. Will work hard for station with opportunities. Western U. S. preferred. Box 404C, BROADCASTING.

Experienced mature announcer-personality dj, desires permanent position with emphasis on announcing and opportunity of learning practical side of engineering. First phone, news, sports (play-by-play and color). Have done sales, programming and copywriting. Some television experience. Veteran, single, 26, available after first of year. Go anywhere. Box 426C, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcer

Negro team-husband and wife. Sure-fire puller with services and gimmicks. Ready to make money for you. Box 435C, BROADCASTING.

Negro dee-jay. Good board man, fast patter, smooth production. I'm the one you're looking for. Tape and resume. Box 436C, BROADCASTING.

Seeking job as staff announcer, radio, tv. Three years experience in important commercial markets. Pleasing voice; personality. 24, married, will travel. Box 482C, BROADCASTING.

Well experienced announcer, some television. Full particulars on inquiry. Box 485C, BROADCASTING.

West coast man with family, five years experience; announcing, newscasting, dj, program director, assistant manager. Air work absolutely top quality. Will send tape and resume. Box 486C, BROADCASTING.

Lazy announcer-lincense (no maintenance) prefers easy operation, excellent wages. Box 497C, BROADCASTING.

Fast paced dj, 3 years experience, knows music, good commercial. Box 498C, BROADCASTING.

Will play the best music in your library, from pops and albums. Prepare 1½ hours for every air hour. Deejay for teens or late-night, relaxed sessions. 2½ years experience; age 25. $85 weekly. Prefer warm climate. Box 503C, BROADCASTING.

Announcer, first phone, no maintenance, good news, commercials, dj, experienced. Box 512C, BROADCASTING.

Ambitious, experienced combo. Industrious, reliable and ready to move up. Box 516C, BROADCASTING.

Engineer-announcer or sales available soon. Box 517C, BROADCASTING.

Experienced announcer-dj—5 years. Production minded. Know all music, sports, news. Do live shows, public appearances, interviews. Married. Looking for larger market and salary. Box 518C, BROADCASTING.

Tape-schmape! Doesn't give true picture. I'll come to you for in-person test almost anytime, anywhere. For top-rated dj-sports personality, who'll be on top in large market, write Box 519C, BROADCASTING.

Country music deejay who still plays country music. First phone, no maintenance. Six years experience. Box 521C, BROADCASTING.

Savor the flavor of a distinctive negro personality, graduate of broadcasting school. You'll never regret or forget that authoritative newscasting style, convincing commercials and original dj fashion. Competent writer. Box 525C, BROADCASTING.

Negro announcer, 5 years experience. Give me 3 months. Be tops in your area. Travel. Box 528C, BROADCASTING.

Announcer, 3 years experience, seeks position upper midwest. Prefer live audition. F. Kuhl, 20 North Franklin St., Madison, Wisconsin.

Graduate of Chicago radio school seeks opportunity to display talents as pop or jazz disc jockey. Also strong on news. 19 years old. Single. Contact Bill Thomas, 1113 W. Oak St., South Bend, Indiana.

Technical

Young man with first phone desires opportunity to use same. Primary interest is operating but willing to try anything. Joe Lundy, Tonasket, Wash.

Production-Programming, Others

Sports director, salesman, announcer, qualified to manage, 8 years experience radio and tv. Box 357C, BROADCASTING.

News director new Penna. daytimer. Staff cut victim. Can gather, write, edit. Write sales-proven documentaries. Play-by-play. 3 years Phila. Inquirer sportswriter. Double in promotion. Married, college, car. Box 507C, BROADCASTING.

Man Friday, Ability, travel. Mature, 14 years experience all phases broadcasting. Assistant manager, program director, news chief. Salary tops. Pat Fox, 53 Carlson Avenue, Danville, Virginia. Phone SWift 3-5943.

Farm director, copywriter, excellent references. Lyle Nelson, Route 1, Breckenridge, Minn.

ANNOUNCERS

Radio stations throughout the country are rapidly converting to "combo operation". Keep pace with the trend—protect your security—get your first class F.C.C. license without delay. Put yourself on the preferred list for better, higher-paid positions. A first class F.C.C. license gives you the advantage over otherwise equally qualified applicants. We have trained thousands and can prepare you, too, for a first class F.C.C. license in a minimum of time. Our 32 page booklet, Opportunities in Electronics, explains how you can prepare for this all-important license quickly, through home study or in resident classes. This booklet is free. Write for it today.

Our Guarantee
If you should fail the FCC exam after finishing our course, we guarantee to give you additional training at NO ADDITIONAL COST.

FCC-Type Exams
FCC-type tests are used throughout the Grantham course. Constant practice with these FCC-type tests helps you prepare for the actual FCC examination.

MAIL COUPON TO SCHOOL NEAREST YOU

GRANTHAM SCHOOLS, Dept. 14-J

821 19th St., N. W., Washington 6, D. C. OR 1505 N. Western Ave., Hollywood 27, Calif.

Please send me your free booklet, telling how I can get my FIRST CLASS FCC license quickly. I understand there is no obligation and no salesman will call.

Name_____

Address_____ City_____ State_____

I am interested in: ☐ Home Study ☐ Resident Classes

TELEVISION

Help Wanted

Sales

Immediate opening experienced tv salesmen who really know how to sell. New central Florida vhf. Big opportunity for producers. Lee Hall, Sales Manager, WLOF-TV.

Announcers

Mature announcer, authoritative voice, special events experience, for vhf in important Texas market. Box 345C, BROADCASTING.

Technical

Assistant supervisor well established tv station in northeast with transmitter staff of 6, requires assistant transmitter supervisor. Must be technically qualified in measurement and maintenance of tv transmission equipment. Character and technical references required with application. Box 690B, BROADCASTING.

Unusual opportunity for inexperienced man who wants on-the-job training in tv transmitter operation. First phone required. Box 691B, BROADCASTING.

Expansion of staff means opportunity for you to live and work at established vhf CBS affiliate in ideal climate of Colorado Springs. First class license and operating and maintenance experience in television or radio required. Starting salary $85.00 and up, depending on experience. Regular salary review. State experience, education, and furnish recent snapshot. H. C. Strang, Chief Engineer, KKTV, Colorado Springs, Colorado.

Production-Programming, Others

Continuity chief—male. To take over management continuity department—midwest tv station medium market. Must be able to operate with minimum of supervision. Close cooperation with sales department and producers expected. Opening immediate. Send full details, including salary requirements, to Jack Kelin, PO Box 470, Rockford, Illinois.

Want to add to continuity department, one experienced tv copywriter for station in fastest growing market in southeast. Salary open, depending on ability and past experience. Send samples and background first letter to Richard A. Fennel, WRDW-TV, Augusta, Georgia.

TELEVISION

Situations Wanted

Sales

TV account executive, qualified for sales and sales management. Very aggressive, will guarantee results. Have proven record. Want sound proposition with top market. Box 487C, BROADCASTING.

1 top-notch salesman—1 top sell announcer. Prefer moving as package deal. Both are top quality men and interested in inquiries from vhf markets only. Box 488C, BROADCASTING.

Announcers

Experienced announcer, presently employed in radio, desires advancement to tv. Single, 27, veteran. Tape, resume available. Box 420C, BROADCASTING.

Able sports-staffer, play-by-play, good voice, now 11 months regional tv, 18 months Detroit radio, B.A., prefer west coast. Box 458C, BROADCASTING.

Have one year on camera experience, all phases. Would like to move up and develop further with larger station. Box 489C, BROADCASTING.

One year on-camera experience, emphasis on newscasting, commercials. Married, mature, dependable. Radio and theatrical background. Resume available. Prefer east. Box 490C, BROADCASTING.

Marry television and live happily ever after. That's my aim. Presently radio dj-announcer in middle market. Present earnings $110. Box 515C, BROADCASTING.

Technical

Experienced engineer and studio operator, formerly with N. Y. stations. Graduate of School of Radio and Television Technique, RCA School. Desires permanent location. Family man. Box 526C, BROADCASTING.

Production-Programming, Others

Cameraman and photographer. Years of experience and owns own equipment. Box 433C, BROADCASTING.

TELEVISION

Situations Wanted—(Cont'd)

Production-Programming, Others

Have experience, will travel. TV program manager and director seeks new position with growing tv station. Fully experienced all phases of tv operations with established network and film contacts. College education, family, and 11 years in industry. Best references available. Box 504C, BROADCASTING.

News director: With ability to write, produce, edit film and sell. College? Yes. Married? Yes. 15 years NBC, CBS and stations. 36. Box 527C, BROADCASTING.

FOR SALE

Stations

For sale: One kilowatt daytimer in good small market. $5,000 will handle. Box 440C, BROADCASTING.

Metropolitan area radio station, largest city in the south, first time offered. 5,000 watts. Outstanding potential. Terms to responsible persons. Write or wire Box 447C, BROADCASTING.

Wisconsin station with excellent record of earnings and gross sales. $100,000 cash required with terms on balance. Only replies from qualified principals will be answered. Direct replies to Box 492C, BROADCASTING.

Southern California daytime station, established, over five hundred thousand people in primary area, excellent potential. Box 1412, Beverly Hills, California.

Florida small market station, $80,000—$24,000 down payment. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Florida small market station, $33,000 with terms. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

Remote control system recently removed from service. Excellent condition. Receiver and amplifiers drive any make am monitors. Reasonable. Box 450C, BROADCASTING.

Microphones, Altec, Western 639A microphones, new, guaranteed $130.00. Altec, 671A ribbon microphones $39.00. Box 511C, BROADCASTING.

Western Electric 1-C frequency monitor and spare tubes. Also seven sets of Cannon Mike connectors. Make offer. P.O. Box 1306, Medford, Oregon.

Two Wincharger towers, each 150 feet insulated, with hardware, dismantled, and stored FOB Pocatello, Idaho. $300.00 each tower, $550.00 for both. Write Jim Brady, KIFI, Idaho Falls, Idaho.

1 Presto model SR-950 tape recorder. Capable of 4 hours continuous recording. Best offer. 1 Ampex model 300 tape recorder, capable of 2 hours continuous recording. Best offer. 1 Presto disc recording group, consisting of 2 8-N recording turntables, 1-C cutters, 1 88-A amplifier, plus accessories. Best offer over $800.00. Contact Mr. Patrick S. Finnegan, Chief Engineer, WLBC, Muncie, Ind.

Two RCA BTF-3 kw fm transmitters complete with spare tubes and monitoring equipment. Both in excellent condition. $5,000 each. Glenn Callison, Director of Engineering, The McLendon Corp., 2104 Jackson Street, Dallas, Texas.

TV monitors, Miratel, twenty 17" and six 21" demonstrators. Electrically checked, like new. Slight cabinet imperfections. 17" $180 each and 21" $215. Each factory guaranteed. Also available new at $219 and $259. Write Miratel, Inc., 1080 Dionne St., St. Paul 13, Minnesota.

Ampex model 401 single case portable recorder 10" reels, 7½-15 ips full track. Excellent condition for $400.00 Write Voice of Faith, Inc., P. O. Box 1315, Tulsa, Oklahoma. Attention: Mr. L. R. Rex.

WANTED TO BUY

Stations

Station wanted: 30 years experience including ownership, operation and engineering. Control but not necessarily 100% ownership—Pa., N. J., Md., Del., area. Approximately $10,000 down. Post Box 98, Hyattsville, Md.

WANTED TO BUY

Equipment

Wanted—Used am transmitter, 10 kw. State make, model, condition, price. Box 444C, BROADCASTING.

Wanted: RF bridge, General Radio 916-A or similar model. Will consider GR model 1606-A. Box 494C, BROADCASTING.

Wanted to buy—5 kw. am transmitter for standby and Conelrad use. Give full details and price. Box 500C, BROADCASTING.

Good used 5 kw transmitter, air cooled. Box 501C, BROADCASTING.

Interested in purchasing a 3 kw or a 5 kw fm transmitter or a 5 kw fm amplifier which can be driven by a 1 kw RCA fm transmitter. E. Sonderling, WOPA, Oak Park, Illinois, Village 8-5760.

Wanted: RCA BC3B consolette and up to four (4) easy speed change turntables, such as RCA BQ-2B or Gates CB-150-160. Reply to Chief Engineer, WSBA, York, Pennsylvania.

FM transmitter 6 to 10 kw and accessories including monitor and studio equipment. Contact George Voron & Co., 835 N. 19th St., Philadelphia 30, Pa.

INSTRUCTIONS

FCC first phone preparation by correspondence or in resident classes. Our schools are located in Hollywood, California and Washington, D. C. For free booklet, write Grantham School, Desk B2, 821-19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

F.C.C. license residence or correspondence. The Pathfinder method-short-thorough-inexpensive. For bonus offer write Pathfinder Radio Services, 737 11th St., N. W., Washington, D. C.

MISCELLANEOUS

For $25.00, you can sound brighter, sound alive, build a rating. We want repeat business, so $25.00 buys a complete new sound. Send basic information, call letters, etc. Satisfaction assured or money back. Write now Box 417C, BROADCASTING.

RADIO

Help Wanted

Announcers

MILKMAN WANTED

Metropolitan market in New England needs a hardy, happy, healthy, hard-hitting record rider for "Destination Dawn" Monday thru Saturday, Midnite to 6 A.M. Good salary plus commissions. Send tape, resume to

Box 415C, Broadcasting

Alert announcer who can pace a bright morning show. Work with an outstanding staff in a combination radio-tv operation; network operation in upper mid-west. Resort area. Excellent pay for the right man. We want a man with experience, ideas, and dependability. Send background, resume and tape to

Box 441C, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Announcers

$15,000 FOR TOP MORNING MEN

Two of Nation's most famous independents, both number one rated and both located in top metropolitan markets, looking for fine morning men —good voices, humor, possibly gimmicks. Send tapes and backgrounds immediately to:

Box 493C, BROADCASTING

Immediate opportunity available for a top-notch radio newscaster in major midwest market. Must have dynamic on-the-air personality, good writing style, and ability to cover news beats. Send resume, picture and tape.

Box 505C, BROADCASTING

ANNOUNCER

Central New York State Network Radio-TV Station has opening for experienced staff man. Top pay. Excellent working conditions. Rapid advancement. Send details and pix first letter.

Write Box 514C, Broadcasting

World's First Radio Station

Needs

STAFF ANNOUNCER

WWJ-The Detroit News is seeking man of unusual ability to handle staff announcing assignments. Must have minimum of three years station experience and offer solid references. Excellent salary and staff benefits. Send tape, photo, and resume to: Program Manager, WWJ-The Detroit News, 622 W. Lafayette, Detroit 31, Michigan.

EMPLOYMENT SERVICE

BROADCASTERS EXECUTIVE PLACEMENT SERVICE

CONFIDENTIAL CONTACT NATIONWIDE SERVICE

HOWARD S. FRAZIER, INC.

1736 Wisconsin Ave., N. W.

WASHINGTON 7, D. C.

FOR SALE

Stations

IN TOP 100 MARKETS

Middle Atlantic full time station. Asking price of $250,000 is less than 5 times net earnings to absentee owner who pays manager $8,000 salary. Six-acre transmitter site included. Studios in leading downtown hotel. Terms 30% down with balance over five years. Hurry if you want this opportunity. Full details available. Allen Kander & Co., 1625 Eye Street N. W., Washington 6, D. C.

Equipment

FOR SALE! Ampex Tape Recorder Model 402, in good condition, now in use. Will accept best offer. C.O.D., Butte, Montana.

Box 499C, Broadcasting

TAPE RECORDERS

All Professional Makes

New—Used—Trades

Supplies—Parts—Accessories

STEFFEN ELECTRO ART CO.

4405 W. North Avenue

Milwaukee 8, Wisc.

Hilltop 4-2715

America's Tape Recorder Specialists

Dollar for Dollar

you can't beat a classified ad in getting top-flight personnel

FOR THE RECORD *Continues from page 78*

TV ASSIGNMENTS

A complete, up-to-date listing of tv assignments throughout the country was published in the Dec. 21 *Federal Register*, available through the Superintendent of Documents, Government Printing Office, Washington 25, D. C. Price is 15 cents. The tv table of allocations (Sec. 3.606 of the Rules) includes all revisions made during 1957, since the Commission will not meet until Jan. 3.

WJBF Augusta, Ga.—Granted cp to replace expired cp which authorized changes in existing tv station, and mod. of same to change main studio location from North Augusta to Augusta.

WJLB-FM Detroit, Mich.—Granted cp to increase ERP to 10 kw and change type trans.; trans. to be operated by remote control.

WRNC Oakland, Md.—Granted cp to mount fm ant. on north tower of WPGC, decrease ERP to 15.5 kw and make changes in ant. system; ant. 280 ft.

KPLA-FM Los Angeles, Calif.—Granted cp to increase ERP to 83 kw and ant. to 2,860 ft., install new trans., change trans. location and make changes in ant. system.

KBCA Beverly Hills, Calif.—Granted mod. of cp to decrease ERP of fm stations to 100 w, change type trans., make changes in ant. system, change trans. location to Los Angeles; ant. 720 ft.; trans. to be operated by remote control.

WCDB Hagaman, N. Y.; WCDC Adams, Mass.; WTEN Albany (Vail Mills), N. Y.—Granted mod. of cps to change name to Capital Cities Tele. Corp.

WMBD-TV Peoria, Ill.—Granted mod. of cp to change ERP to vis. 200 kw, aur. 107 kw and make minor equipment changes.

KWGB-TV Goodland, Kan.—Granted extension of completion date to 6-20-58.

Actions of December 17

WSTV Steubenville, Ohio.—Granted change in remote control authority.

WRC-TV Washington, D. C.—Granted extension of completion date to 3-17-58.

KBAY-TV San Francisco, Calif.—Granted extension of completion date to 6-30-58.

Actions of December 16

WCAW Charleston, W. Va.—Granted transfer of control from Pete Johnson Bcstg. Co. to E. M. Johnson.

KLPM Minot, N. D.—Granted assignment of license to Minot Bcstg. Co. (stock transaction).

KXLF Butte, Mont.—Granted license covering installation of new trans., change in studio location and operation of trans. by remote control.

KMLA Los Angeles, Calif.—Granted mod. of SCA to use 49 kc in lieu of 67 kc—multiplex operation.

Following were granted extensions of completion dates as shown: WJPB-TV Fairmont, W. Va., to 3-15-58; KSD-TV St. Louis, Mo., to 6-20-58; WXTV Youngstown, Ohio, to 6-28-58; KSWS-TV Roswell, N. M., to 3-15-58.

Following stations were granted authority to operate trans. by remote control: WISO Ponce, P. R.; KEAP Radio Fresno, Fresno, Calif.; KEXX San Antonio, Tex.

UPCOMING

January

Jan. 11-15: 41st annual convention, National Automobile Dealers Assn., Miami Beach Auditorium.

Jan. 13-14: CBS-TV affiliates, Shoreham Hotel, Washington, D. C.

Jan. 16: NBC Owned Stations Div., "Know Your Schools," luncheon meeting, Sheraton-Carlton Hotel, Washington, D. C.

Jan. 17-19: Advertising Assn. of the West, midwinter conference, Hotel del Coronado, San Diego.

Jan. 22-24: NARTB, combined boards, Camelback Inn, Phoenix, Ariz.

Jan. 24-26: American Women in Radio & Tv, annual Sight and Sound Seminar, Hotel Biltmore, Palm Beach, Fla.

Jan. 30-31: 13th annual Radio & Television Institute, School of Journalism, U. of Georgia.

Jan. 31: Broadcasters Promotion Assn., board meeting, Sheraton Hotel, Chicago.

February

Feb. 1: Farm Broadcasting Day, celebration to be planned by NARTB and Dept. of Agriculture.

Feb. 3-7: American Institute of Electrical Engineers, general meeting, Statler and Sheraton-McAlpin Hotels, New York.

Four Tv Film Editors Honored With 1957 ACE Critics' Awards

American Cinema Editors annual critics' awards, based on selections of critics polled by ACE, were presented to four tv film editors for their editing of single episodes of dramatic, comedy, documentary and western tv series. In the dramatic category, the ACE award went to Edward Williams for "Four O'Clock" *(Suspicion)*, produced by Revue Productions and broadcast on NBC-TV. The comedy award went to Robert Hoover for "Bud, the Executive" *(Father Knows Best)*, Screen Gems, NBC-TV. The documentary award went to Arthur H. Bell for "Under the Mediterranean" *(Bold Journey)*, Advance Productions, ABC-TV. The western award went to Michael Luciano for "Crackup" *(Gunsmoke)*, Filmaster Productions, CBS-TV.

Gillin Award Deadline Given

Entries for the John J. Gillin Jr. Memorial Award, top award for Canadian radio broadcasting stations in the field of community service, must be in the hands of the Canadian Assn. of Radio and Television Broadcasters, Ottawa, Ont., by Feb. 1 for judging. The award, in memory of John J. Gillin, WOW Omaha, Neb., has been given to Canadian stations since 1951. Entries must be submitted in quadruplicate and will be judged by an impartial committee headed by J. T. Richard, member of parliament for Ottawa East.

AWARD SHORTS

WRCA-TV New York's *Hi Mom* program (Mon-Fri. 9-10 a.m.), devoted to providing young mothers with information on child rearing, has been presented with Mennen Foundation award for "outstanding contributions to baby care."

WSB Atlanta has received first prize for outstanding service to Georgia agriculture from Georgia Farm Bureau Federation. Award is presented to station of 5 kw or over and is one of GFBF's annual Media Awards.

KSOK Arkansas City, Kan., received award from American Meteorological Society for "its action in initiating a telephone call to the weather bureau office at Wichita reporting that information had been received on tornadic activity near Maple City and Otto, Kan."

Gilbert I. Berry, vice president-general sales manager, WIBC Indianapolis, selected for *Sports Illustrated* Silver Anniversary All-America Roster for "his outstanding career and community service record over the past 25 years." Mr. Berry and 24 other former collegiate football stars were recipients of award following nominations submitted by their alma maters.

Dr. I. Keith Tyler, director of Institute for Education by Radio-Tv, Ohio State U., honored with 1957 Citation of Merit from National Assn. of Educational Broadcasters, St. Louis, for work in connection with university's IERT for over 25 years.

Rev. Ralph Sockman, conductor of NBC's *National Radio Pulpit* and NBC-TV's *Man to Man,* received World Committee on Christian Broadcasting's international award.

Ed McKenzie, disc jockey and host of *Saturday Party,* WXYZ-TV Detroit, received "Man of the Year" award from Industrial Recreation Assn. for his work in "fostering recreation of a cultural nature for Detroit area young people."

Bob Lockhart, announcer, VOCM St. John's, Newfoundland, awarded parchment certificate from Canadian Humane Association for bravery in attempting to rescue four-year-old boy from underground stream last January.

Fred Wolf, WXYZ-AM-TV Detroit, honored with citation by Detroit Police Officers Assn. and $50 defense bond for his contribution toward better public understanding of police profession and its problems.

Sterling C. Quinlan, ABN vice president in charge of WBKB (TV) Chicago, honored with 1957 human relations award from Chicago Commission on Human Relations for contributions in special program, *Report to the People.*

Jefferson Standard Broadcasting Co. (WBT and WBTV [TV] Charlotte, N. C.) awarded first annual "Corporate Citizenship Award" by North Carolina Literary & Historical Assn. Jefferson Standard was "adjudged to have rendered the greatest service to the literary, historical and general cultural advancement of the community and of the state of North Carolina."

Dinah Shore, songstress, **Madelyn Pugh Martin** *(Lucille Ball-Desi Arnaz Show),* scripter, and **Margaret Ettinger** (vice presi- Communication Counselors Inc.), publicist, were chosen as three of 10 *Los Angeles Times* Women of the Year for 1957, "women who have made California, and Los Angeles in particular, a better place to live."

U. of Maryland speech department announces its 1958 Victor Frenkil Tv Script Award is now open. College and university students of radio and/or tv are eligible. Entries must be received by March 15, 1958. Prize: $500.00. Send entries to George F. Batka, director, Radio-Tv Div., Dept. of Speech, U. of Maryland, College Park, Maryland.

Canada Foundation, Canadian Assn. for Adult Education and Canadian Film Institute, announces new separate category for tv film commercials in its 10th annual Canadian film awards competition. Entry deadline is Dec. 31.

William L. Putnam, President

Like Hundreds of Broadcasters...

President
WILLIAM PUTNAM of
WWLP
Springfield, Mass.
and
Vice-President
GEORGE TOWNSEND
Selected
STAINLESS TOWERS

George R. Townsend, Vice Pres., in charge of development

LEARN WHY MANY BROADCASTERS CHOOSE STAINLESS TOWERS

Call or Write for Informative Literature.

Stainless, inc.
NORTH WALES • PENNSYLVANIA

Roy McMillan, right, WSB Radio Farm Director, receives Georgia Farm Bureau Federation award from D W Clanton, A & P official. H L. Wingate, center, is immediate past president of the Federation

For outstanding service to Georgia agriculture

Georgia Farm Bureau Federation award again goes to WSB Radio

This 1957 trophy is the second to be awarded WSB Radio by the Federation in recognition of the station's progressive and active farm programming for the betterment of Georgia farmers and farming

It is another laurel to be added to the scores already earned by WSB Radio throughout 36 years of broadcasting in the public interest. No other Georgia radio station—or economical combination of Georgia stations—gives advertisers an audience as large and loyal as does Atlanta's WSB Radio.

WSB RADIO
The Voice of the South
ATLANTA

Affiliated with The Atlanta Journal-Constitution. NBC affiliate. Represented by Edw Petry & Co.

MONDAY MEMO

from **HANK BOORAEM**, *vice president, radio-tv, Ogilvy, Benson & Mather*

JOHN VERY WELL MAY LOVE MARY—BUT DOES THIS MOOD MATCH YOUR COMMERCIAL?

We're 13 minutes into the show. A poor, innocent thing opens the door to her apartment. Little does she know—you guessed it—wham! she's all in a heap. A pretty sad looking heap, too, right in the middle of the floor. A sadistic juvenile delinquent smooths down his ducktail, flips his switch-blade and we go to a quick musical curtain as the *commercial rolls.*

Now, this is a commercial in which gay little animated figures whiz across the screen while an announcer who is the soul of affability does a loud and cheery voice-over. You have the fate of that poor, innocent creature on your mind. The announcer has a product to sell, It's a little bit like having a friendly puppy nip your ankles while you try to tie your shoes. You like him, but he bothers the beejeebers out of you.

There is nothing wrong with this commercial. It's a dandy. There is nothing in bad taste or particularly incongruous about its appearance at this particular climax on our show. What is wrong is that no effort has been made to match moods. Equally unfortunate would be an institutional commerical following on the heels of a bright comedy scene. Or a hard-hitting deodorant commercial following a love scene.

THE COMMERCIAL'S IMPACT IS DILUTED

So this is not a plea for integration of commercials into programs, although I am a firm believer in that. Rather, it is an observation that advertisers and agencies should give thought to the mood created by their program vehicles. It is my guess that a commercial which breaks the mood of the preceding program material is about one-third as effective as one which successfully matches it. This goes on the assumption that the commercial itself is an absolute "zinger," loaded with sales persuasiveness and creative ingenuity.

The complexities of the television business and of a large advertiser's marketing problems often make it difficult to integrate each commercial in every situation. The Sid Caesar-Imogene Coca show for Helena Rubinstein will be live and the commercials will be live. That gives us a good opportunity for solid integration which other advertisers with all film commercials and film shows cannot hope to achieve to the same degree.

But there is much they can do to match mood. The Alfred Hitchcock lead-ins for Bristol-Myers do a good job of switching mood from suspense-filled drama to light-hearted commercial. Mr. Hitchcock in brief seconds gently conducts the viewer from mayhem to merchandise, holding our hand, as it were, while we shake off the horrors we have seen and get ready to watch "A" and "B" fight those swinging doors in our viscera.

I imagine this brief lead-in by Hitchcock is not considered commercial time, but if it were, it would be the best six or seven seconds Bristol-Myers ever spent. Many other advertisers could use a similar device.

DON'T LET YOUR MESSAGE BECOME OVERLOADED

Unfortunately, too often when the creative department comes up with a wonderful mood-matcher, a small voice pipes up, "You mean you're not going to put in that our product also can be used to sanitize birdbaths?" The harried creator points out there is only a minute in which to make this sale. It's right then that any device to bridge the show and the sales message is quietly asked to leave the room. That's how otherwise effective commercials are put in a straitjacket.

The mood-matcher ought to be considered the most important part of the commercial, like the first stage of a rocket—essential to getting the sales message into the proper orbit. If the viewer is psychologically set, he will give you the chance to tell your sales story, providing you have anything worthwhile to say. But if you don't take the time to get him in the mood, you are asking for it. He may make the supreme effort and switch you off.

What's worse, he may just sit there and loathe you.

Hendrik Booraem Jr.; b., March 27, 1911, St. Paul, Minn. Entered agency business in 1937 with Arthur Kudner Inc., now Kudner Agency, as assistant to vice president in charge of radio, after a career on Broadway as playwright ("The Sky's The Limit"), director and stage manager. In 1938, joined Young & Rubicam, N. Y., and became director and radio supervisor on such programs as We The People *(General Foods' Sanka),* March of Time *(Time Inc.),* Screen Guild Theatre *(Gulf Oil) and* Burns and Allen *(Lever Bros.). Left Y&R in 1943 to join U. S. Navy, was chief of operations, American Forces Network, ETO (Armed Forces Radio Service). As independent radio packager in 1946 he engineered Philco-Bing Crosby deal, packaged program which subsequently led to his appointment as manager of west coast office, Hutchins Adv., Philadelphia (Philco's agency). In 1949, Mr. Booraem joined McCann-Erickson as executive producer of radio; left M-E in November 1955 as vice president in charge of radio-tv programming to join C. J. LaRoche & Co. as radio-tv vice president; left that agency last September to join OB&M.*

Everybody's Fight

WHEN the Baltimore City Council voted a 6% tax on advertising last month, we warned that other cities would be tempted to follow suit.

It was a prediction that we hoped would be wrong, but it wasn't.

A St. Louis alderman has announced that he will propose a similar tax and has support for its passage.

The mayor of Norfolk, Va., has urged a revision of Virginia state law to permit cities to tax advertising.

Unless both legal and political means are found to stop it, the municipal taxation of advertising will become a trend.

Cities everywhere are faced by financial problems and are desperately seeking new sources of tax revenue.

If Baltimore can make its tax stick, it will have discovered a new source of revenue that will look irresistable to other city governments.

What can the advertising business do about it?

First, it can give its full support to the Baltimore media and advertisers that have gone to court to oppose the city tax. It is as important to the radio station in Kansas City as to the radio station in Baltimore that every legal means be taken to obtain a permanent court injunction against the Baltimore tax.

Second, media, agencies and advertisers must organize to oppose tax proposals elsewhere while they are still proposals and before they become law. Half the battle has already been lost in Baltimore.

Fortunately, advertising has many sound arguments it can use to dissuade a city government which is amenable to reason from imposing special taxes on advertising. Some of these arguments were stated in this publication's MONDAY MEMO last week by Wilbur VanSant, president of the Baltimore agency, VanSant, Dugdale & Co.

It is Mr. VanSant's belief, and it can be convincingly demonstrated, that a tax like that in Baltimore can cost a city more in general economic damage than it can produce in tax revenue. That is a dollars-and-cents argument, and a good one.

There is also an argument based on principle, as Mr. VanSant pointed out. That is the argument that a special tax against the communications industry opens the doors for political control. Establish the principle of a special tax on radio, television and publications advertising and you have also established the precedent which an unscrupulous government can use to threaten media by increasing their special taxes.

Unattractive precedents of that kind become established only if right-thinking people are too unconcerned to object effectively.

Best Way Out

THE outcome of the ever-delicate negotiations with ASCAP for new television music performance licenses is now up to the stations.

Last week the 15-man, all-industry negotiating committee made its report to the 250-odd stations that are underwriting its work and asked for their decision. ASCAP was willing to renew the current licenses for four years on their present terms. The committee recommended this course unanimously.

In any issue as complicated as this there are bound to be valid arguments on both sides. It is our judgment, however, that the greater weight is on the side of renewal. The committee was not entirely agreed at the outset but subsequently came to this conclusion unanimously. The networks are agreeable.

The negotiations have reached this critical point with less bloodletting than might have been expected. What took four and a half years the last time has been accomplished in these negotiations in a relatively few months. But there is no question in our mind that the negotiations will be drawn out, perhaps beyond belief, if the stations turn down the current offer.

This is not to say that a bad deal should be accepted to avoid the pain of prolonged dickering. Certainly ASCAP gets the bulk—more than 80%—of its income from tv and radio. In this context we have always argued that broadcasters' licenses are high and out of all proportion to the contributions of other music users. We don't back away from this position for a minute. But considering all of the circumstances and possible ramifications, we cannot fail to support the negotiating committee and the networks in favoring renewal for four years.

Drawn for BROADCASTING by Sid Hix

"You get one lousy complaint from one listener, and you're going to put me off the air?"

ASCAP imposed one condition. The "if" is that the three networks and a "substantial majority" of stations must accept. At one point "substantial majority" was construed in terms of 85%, but ASCAP now apparently means some unspecified percentage—probably from 85 to 100—which ASCAP itself will judge satisfactory or unsatisfactory. We must add that this is typical of ASCAP which never misses a chance to throw its weight around.

Perhaps the percentage gimmick is a face-saving device; ASCAP members must be shown that ASCAP called the turn. More likely it is a safety device to guard against any possibility that major stations or major station groups hold out. Be that as it may, we endorse the negotiating committee's decision. We hope stations will follow suit. As things stand now, the other way leads to incalculable wrangling but no apparent prospect of something better.

Elder Statesmen

TWO great names in broadcasting—Burbach of St. Louis and Outler of Atlanta—were placed on the rolls of the voluntarily retired with the end of 1957, after 35 years of dedicated service.

George M. Burbach of the KSD operations and John M. Outler of the WSB stations had singularly parallel careers, beginning almost with the beginning of radio. Each spent his career with the same newspaper-owned stations. Each fought the battles of newspaper ownership. Each epitomizes broadcasting at its rugged best during its first turbulent and challenging generation.

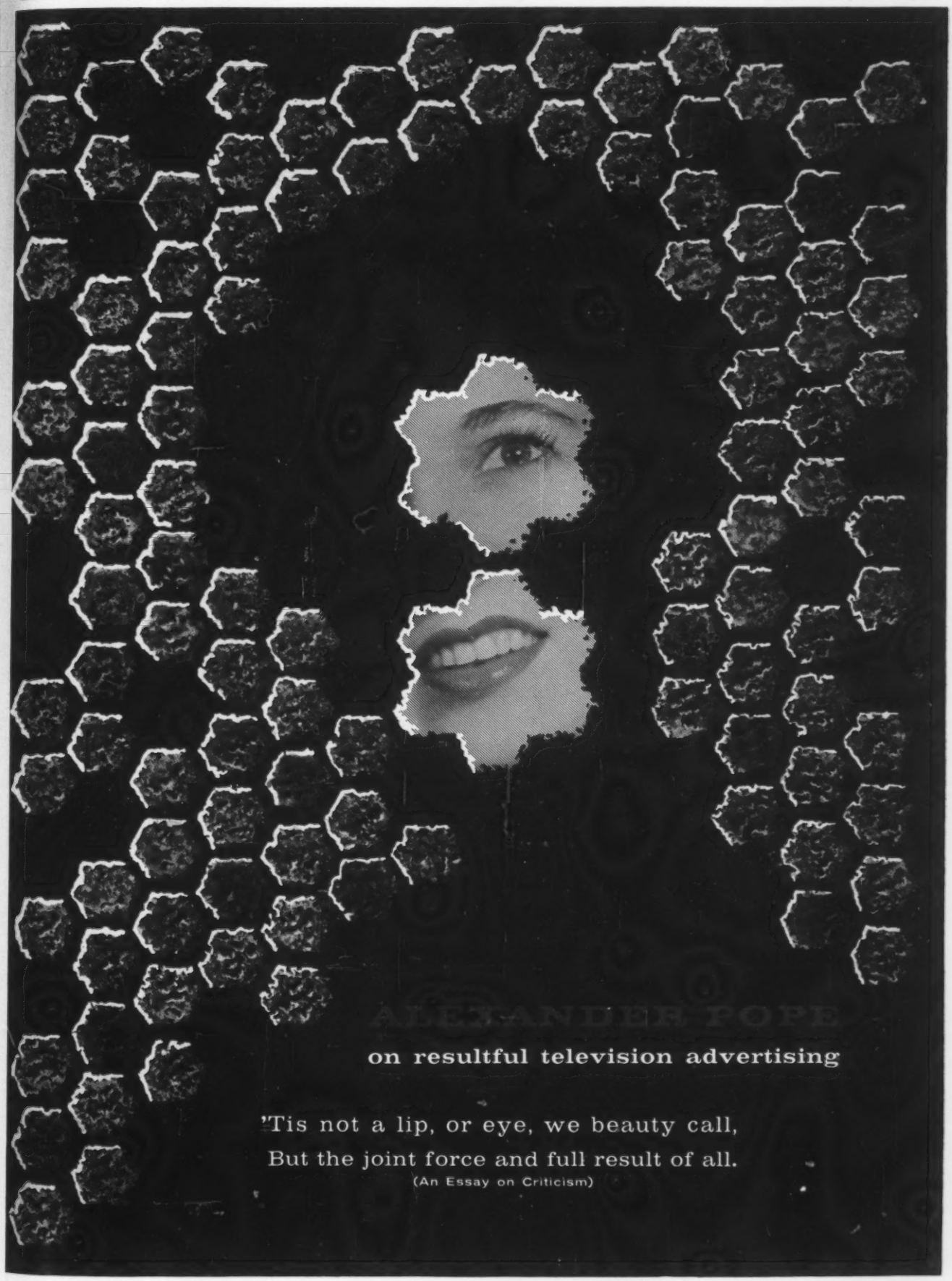
WSB began operation in 1922—the first radio station in the South. KSD likewise signed on in 1922—among the pioneers in the Midwest. And KSD-TV in 1947 became St. Louis' first tv operation. The next year WSB-TV became Atlanta's pioneer tv-outlet.

Both Messrs. Outler and Burbach served their chosen fields well. They were active in trade association affairs. They were identified with the leadership in many a broadcaster's cause. Their pioneering in both radio and television made their operations meccas for broadcasters in quest of know-how. They are among the elder statesmen who have helped impart to radio and television stability and substance in the face of stubborn opposition of competitors down the line—including less far-sighted newspapers than those with which their ownerships were identified.

The KSD and WSB operations are among the most successful in the nation because they had the good fortune of optimum management from the beginning. Messrs. Outler and Burbach now turn their operations over to younger hands, trained by them, as they enter well-merited retirement. Broadcasting was good to George Burbach and Johnny Outler. And they were good for broadcasting.

Great Ideas of Western Man . . . ONE OF A SERIES

Artist: Forest Wayne Hertel



on resultful television advertising

'Tis not a lip, or eye, we beauty call,
But the joint force and full result of all.
(An Essay on Criticism)

KPRC-TV, HOUSTON

JACK HARRIS, Vice President and General Manager • JACK McGREW, Station Manager • EDWARD PETRY & CO., National Representatives

Listening Pattern Changes in New York...

NOVEMBER PULSE SAYS:

WINS 3rd — MONDAY THROUGH SATURDA
ALL DAY AND NIGHT

WINS 2nd — SUNDAY
ALL DAY AND NIGHT

NOVEMBER HOOPER SAYS:

WINS 1st — SEVEN DAYS A WEEK
7:00 am - 11:00 pm

AMONG ALL STATIONS INDEPENDENT AND NETWORK

After two years of audience growth, WINS ADVERTISERS are now cashing in on continuous cumulative monthly gains in almost every quarter hour. In November, 47 out of 48 daytime quarter hours are UP!

WITH ITS NEW SOUND